

THE ULTIMATE LIST BUILDING GUIDE

BUILD YOUR LIST LIKE A PRO...



By Tom Antion

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INTRODUCTION

You made a great decision investing in this powerful e-book. The things you will learn about have been a major part of my life for the past 26 years.

I contend if you take this seriously and implement many of the techniques, it can change the course of your business and your life.

Also, I want you to think about something. You gave me money to read this e-book. Chances are it's because I sent you an e-mail, right?

I guess that kinda proves my point. Thousands of people are going to buy this e-book to pad my bank account just because I sent out an e-mail.

That's what I want for you. Maybe you don't have your own products now, but in other trainings I will be teaching you how to create them. And guess what. This e-book only took me two days part time to create, but that's not even close to my record. I wrote an e-book in a 4-hour layover at McCarran airport in Las Vegas that so far has brought in \$3.6 million dollars.

You certainly don't have to create your own products. Many people just promote (with e-mail) other people's products as an affiliate. I'm all for that. I just know you could get all the money instead of your affiliate share of the money if you just put in a little extra effort to create your own products.

What this book is **NOT about:**

Spamming anyone ever. I'm only talking about legitimate ways to get people to opt in to your e-mail list.

It's not about giving you deep dive training on the hundreds of pieces of software that are on the market that can accomplish your list building goals. If I tried to do that the book would be over 1000 pages long like my old book called "Click".

I do teach you a little about the tools I use for several reasons. 1.) I know they work, 2.) I've used them myself for many years, 3.) I have hundreds

of students that have used them successfully, 4.) Myself and my staff offer free training on the tools when you purchase through my affiliate link, and 5.) I may make a few bucks on affiliate commissions.

Rule of Thumb

Keep in mind this rule of thumb:

“The more e-mail you send, the more money you will make.” ...

...”Up to a point”. The problem is that when you are new or not very experienced with e-mail marketing, you don’t know where that point is.

Most people don’t send enough e-mail. These are usually nice people who don’t want to offend anyone, or get any negative feedback from people who receive their e-mails.

THIS IS A MASSIVE MISTAKE

Let’s say you send out a newsletter once a month. That’s only 12 times a year you are in front of your subscribers. That’s just ridiculous!

Other people in your industry might be sending out once a week, which means 52 times a year they are in front of **YOUR** prospects. Who do you think will be at the “top of mind” of the prospects when it comes time to buy something?Yep. Your competitor.

Here’s what I teach my students who are either new, or who are only sending out a small number of e-mails per year.

I teach them to send out more e-mails than they are comfortable sending and to watch their complaint and unsubscribe rates. If they are excessive, back off a little. If you get no complaints or unsubscribes, increase the frequency.

Keep doing this until you reach the point where the unsubscribes and complaints reach an unacceptable level compared to the amount of money you are making.

If you are putting out great information that helps people, you will find that many of them want to hear from you more often. Believe in yourself and your information and here’s another really important point....

Complaints and Unsubscribes

DO NOT LET A FEW UNSUBSCRIBES AND COMPLAINTS CHANGE YOUR BUSINESS PLAN!

Unsubscribes are part of the game. Don't let them upset you. There are tons of reasons that people unsubscribe.

Maybe the person is retiring and not interested anymore. It's common that non-marketers frequently just can't handle large volumes of e-mails from many sources. They just start unsubscribing from everything to keep their sanity. It has nothing to do with you.

Maybe they're just sick of me (or you), or they think they found another guru that's more suited to their goals. Maybe they're jealous of my success. Who the heck knows?

I'm just telling you that it's part of the game and even though I still might cuss at them and call them stupid under my breath, I'm not going to give up my income and business just because of what's going on with them.

Also, it's not uncommon for me to hear from them later on how some other fly by night fake guru that's a good copywriter sold them garbage. They say to me, "I wish I had come to you first."

It's all part of the game.

What you don't want is them unsubscribing because you don't give great value. But guess what. No matter what you do, people WILL unsubscribe.

Complaints aren't much different. You simply can't let someone else's problems, or life issues be in charge of your income. Remember they signed up for your list and they can unsubscribe with one click at the bottom of each of your e-mails.

Many times they just want attention. Sometimes they are just trolls trying to get a rise out of you.

I had someone just the other day e-mail me and say, “Tom, what’s wrong with you? Why are you sending so many e-mails?”

I replied that those particular e-mails, which are just a small part of my business, brought in about \$3,000.00 this week on a really low-priced product. I also noted that he was the only one out of my many subscribers who even mentioned it. It told him my open rates and unsubscribe numbers were normal. I asked him what would he do? Would he give up the \$3,000.00 because one person complained out of 100,000?

I didn’t hear back.

So, if you really want to maximize your money with your e-mail list, get a little bit thicker skin, always send out great quality stuff that helps people, and “Screw Them.”Oops. I mean keep “Screwing the Commute” (see below)

The Podcast

Several times in this e-book, I will refer you to my podcast

<https://www.ScrewTheCommute.com/> This is so you can dive deeper into a particular topic that I just touch on in the book.

For instance, later you’ll see how contests can bring in hundreds of new subscribers. I cover contests in two episodes of “Screw the Commute” Episode 46 and Episode 112.

The way you get to a particular podcast is to put in the domain name and then a forward slash and then the episode number so it would look like this:

<https://www.ScrewTheCommute.com/46>

<https://www.ScrewTheCommute.com/112>



What You'll Learn

In the first part of the book you will hear about many of the reasons it's worth it for you to put significant effort into list building.

Then you'll learn about creating a plan and why niches are so important.

You've probably heard the term "Sales Funnel". To me this is a much-overused term and people are making fortunes sucking you into paying \$300.00 a month for funnel building services.

I've seen a presentation where someone spent the better part of 3 hours outlining some pie-in-the-sky intricate path they took a new subscriber through.

Yes, it looked exciting on the white board, but do people actually go through this intricate maze like little rats? Not really. Here you will learn a simple funnel and broadcast e-mail combination that I've been using for over 20 years. It's just as effective now as it was when I first started. Plus, it's WAY easier to implement.

Then I talk about squeeze pages and the lifeblood of this entire deal, your autoresponder/shopping cart system and why they are so important. I even include videos you can click to that show you how easy it is to set up in <http://www.KickStartCart.com> the system I've been using personally for 19 years.

You need to be ready to receive e-mail subscribers. You may have a system in place now, but I must tell you, in the many thousands of people I've helped over the years, their system is woefully unprepared to handle large amounts of e-mails correctly.

Also, I've thrown in a complete autoresponder sequence where you will have no doubt that I walk my talk when it comes to servicing people and adding value at every step of the way.

Then we discuss incentives to get people to sign up for your list. Sometimes they're called "lead magnets" and sometimes "ethical bribes" or "freebies".

To make money as quickly as possible with new subscribers without alienating them, we talk about the “Offer” part of your simple sales funnel.

You’ve got to have download pages and follow up e-mails so in this part you’ll see some examples of similar things you’ll need to create to deliver your incentive.

I go into the basics of getting your website set up cheaply...I even have an inexpensive course available that gets you help from my tech people. You must apply a theme and make your squeeze page.

Guess what. All of this is worthless without traffic. You’ll learn many different ways to get FREE traffic to your squeeze pages and other opt in forms along with a warning and some ideas for paid traffic.

And you’ll get a lot more because as I write these e-books, I think of little tips that took me years to learn and I throw them in to add extra value for you.

I’m really excited for you because I know if you implement many of the ideas in this e-book your list of targeted people will grow and grow. If you play your cards right and send them good information, you will keep the bulk of them on the list. If you send them targeted offers you will make money and create security and riches for you and your family. That’s what it’s done for me.

And one more thing. When your list starts to grow, you will start to get offers where people want to pay you to send an ad out to your list. When your list gets really big, 20 people a week will be chasing you around to give you advertising dollars.

Sometimes you are better off taking a percentage of sales as an affiliate. Other times, on offers that aren’t tested, you are safer just taking an advertising fee to make sure you make some money in case they don’t sell anything.

I just want to make sure you know there are lots of ways to make money when you develop a great list. Let’s get going:

Tom Antion

Why Build a List?

Let me be right up front about this. People at my level make the bulk of their money from e-mail. Even though there are tons of other vehicles and many ways to make money online, as of today, and well into the future, e-mail is still king when it comes to making money.

You bought this book, right? Chances are you heard about it because I sent you an e-mail.

I've been sending out e-mails continuously (no spam) since 1994 and they have brought in many millions of dollars....probably over 30 million since then and it all took place from the comfort of my own home office.

As I write this in the middle of the most devastating pandemic of the last hundred years, I'm comfortable in knowing I can still send out promotions to my trusty e-mail list and keep money flowing in.

Building an e-mail list is essential for long term Internet Marketing success.

You might not have built a list in the past because you think that it'll take too much time, or that its too difficult, but this isn't true.

Building a list will provide you with a valuable asset.

A lot of people are attracted to short term fads in Internet marketing. There are new "shiny objects" appearing all the time. The thing is, how many of these opportunities can really help you build a long-term business? When you build a list, you are building a business that will support you for years to come. It certainly has for me.

Many people choose to start with affiliate marketing because they think it's easier. It is very easy, once you have built up a list of hungry buyers.

But trying to sell affiliate products from scratch is much more difficult. At least part of your time should concentrate on list building. That way you always have people that know, like and trust you available to sell to at the press of a button.

Whether you choose the affiliate marketing path or not, you have to create a web site and then find a way to drive traffic to it. You can pay for traffic using PPC (pay per click) advertising, or you can try your hand at SEO (search engine optimization) which is getting more and more difficult. Even though I was taught by the best-of-the-best and concentrated on SEO for many years, I gave up on it at least five years ago.

You could spend months trying to work your way up the search rankings and then Google can make one change and you disappear off the face of the earth.

Anything you do in Internet marketing should be adding value.

Virtually every website you run across has an associated e-mail list, and a high proportion of the revenue for that site is generated through e-mail marketing.

There are always rumors going around in the Internet marketing space, and one that you may have heard is that e-mail marketing is dead.

It is not dead, and it never will be.

It is not as easy as it used to be and there are some challenges to overcome, but it is very much alive.

You may have heard the old sales adage that it takes at least 7 contacts with somebody to make a sale. If you don't have that person's e-mail address, how will you make contact with them? If you cross your fingers and hope someone will revisit your website another 6 times, I've got some troposphere property to sell you only accessible by an Elon Musk SpaceX rocket.

E-mail is still one of the best ways to communicate with people online, and this will not change for some time. If you use e-mail marketing to build a strong relationship with your list, then it will serve you well.

Never abuse your list by just bombarding them with offers several times a day.

The reason e-mail is so powerful is that we are all conditioned to check our inboxes several times a day. Some people think that receiving an e-mail means that somebody cares about them.

E-mail was one of the first applications developed in the Internet era and it's not going away.

People receive too many e-mails these days, and your job is to stand out from the crowd.

You can build trust with your subscribers if you use e-mail in the right way. It is direct marketing, and much more effective than a website by itself.

You must build an e-mail list otherwise you will be missing out on the opportunity to engage with people that are interested in your chosen niche.

If you use your e-mail list correctly, you will make sales. There are some seasoned Internet marketers I know that have lists with over a million people on them. Just think about how powerful that is.

If they were to promote a product to their list that would earn them \$100 in commission for each sale, they would only need a tenth of one percent response to make \$100,000.

Not too bad for just composing and sending one broadcast e-mail!

If you are one of those people that believe building a list is too technical and difficult, then this guide will show you that it isn't.

You don't need technical skills to set this up and if you follow the instructions in this guide, you will have your list building system set up in no time.

Let's recap and go over some other reasons why you need to build a list:

- E-mail marketing is not dead
- You will be building a valuable asset
- E-mail marketing is targeted and very effective
- E-mail marketing is not difficult
- With a list you can make money whenever you want
- It is exciting to build a list
- You can create your own products and sell them to your list, or sell other people's products
- When you are a list owner you can truly live the Internet lifestyle

Hopefully you are convinced you should build a list and if you've been watching me over time you know I believe in this and walk my talk. ...

....well maybe that's "sit" my talk because I think out of the hundreds of millions of e-mails I've sent, I'm pretty sure I was sitting down for all of those broadcasts. That's why one of my seminars is called "ButtCamp" hahaha. I'm sitting on my rear end making money.

Building your Own List

Build your own List

What Is Your List Building Plan?

You need to think through your list building and develop a plan before you get started on the implementation.

You need to decide which niche you will operate in, and then set up a sales funnel that you will take your subscribers through. Believe it or not, I've never really been much into "funnels". I've mostly sent e-courses and broadcasts, but that's just me. The important thing is to get targeted people on a list that you control and then turn them into money.

If you don't have a proper plan, then you will not monetize your subscribers in the most optimum way, and you run the risk of losing a lot of your subscribers.

You will have to provide value so that they will want to stay with you. Don't just bombard your subscribers with offers.

You'll lose them in a heartbeat.

What Niche Should You Target?

There are so many niches out there. A lot of people will tell you to go for a niche that you are passionate about, or have a great deal of knowledge about.

This is fine if the niche has the potential for making you money.

Some niches are more difficult than others when it comes to gaining subscribers and making sales. Also, you have the problem that in some

niches there isn't a huge supply of products to offer. There is no point building a list if you can't sell to them.

You have to "go where the money is".

One niche that is huge and will always be in demand is the "Make Money" niche. In fact, I get accused all the time by people saying, "Hey. You're making money just by telling other people how to make money."

OK. I'll plead guilty to that with a further explanation.

Yes, I teach people to make money, but it didn't start that way. I learned these techniques selling my public speaking information....and guess what. Most people HATE public speaking so it was not an easy sell. I had to get really good at all phases of Internet marketing to do it.one big part of that was e-mail marketing.

I did so well at it that people started begging me to teach them how to sell on the Internet to make money. That's when I started teaching Internet marketing so others could learn how to make money online. So, yes. I'm teaching that. But no, I didn't start that way.

Anyway, back to niches. There is no confusion on anybody's part when it comes to understanding making money. You want to make sure whatever niche you decide to attack, that it's clear what your list is about. There are tons of niches both moneymaking and not moneymaking where people crave information.

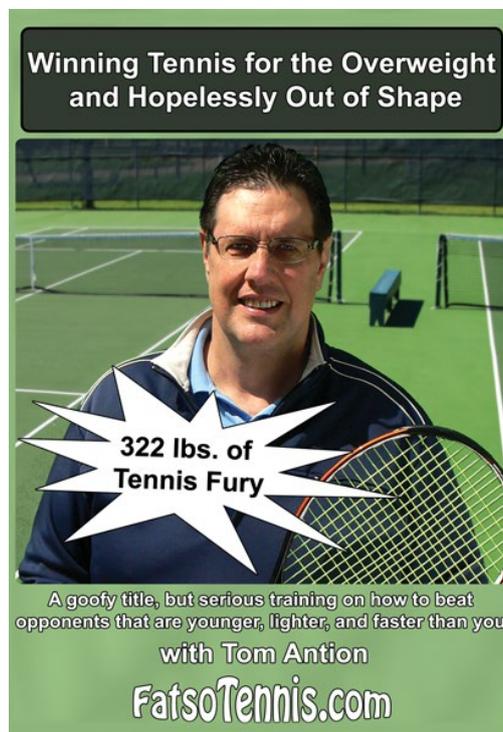
For years, I've been teaching people how to make their hobbies tax deductible AND moneymaking. That way they can do what they love and get paid for it too.

Not all niches are moneymaking oriented, but that's what I'm concentrating on in this e-book. You have to realize; you can make money with non-moneymaking topics. Here's what I mean:

Tennis is a hobby for most people. They aren't professionals making money playing tennis. They just want to have fun, get exercise and beat their buddies at the tennis club. For them, they aren't thinking about making money.

You can make money selling tennis related items to those people just like I do with my <https://www.FatsoTennis.com> site. I not only make money from selling a tennis DVD, but it makes my hobby tax deductible.

Love, Love....oops. I mean Win Win hahaha



*This DVD Makes Money and
Makes My Hobby Legitimately Tax Deductible*

This opens up literally millions of niches to you. They could be moneymaking topics, but as you see with my crazy tennis site, they don't have to be.

They do need to be niches where people actually spend money to buy things in those niches.

I want you to start to imagine what could be a great niche for you.

Imagine that you have built up a list of 10,000 subscribers in your targeted niche. All you would need to do is spend a few minutes composing a quality e-mail and send it out using your broadcast e-mail system (we'll cover broadcast systems later) and you could be a lot richer by doing this.

A good quality offer could easily bring you in several thousand dollars. Not too shabby for a few minutes work! I do it all the time.

With a few exceptions like Real Estate and Weight Loss, don't worry when someone tells you that a particular niche is too competitive and saturated. There is always room for more players. Competition should always be regarded as a good thing.

What would worry me is if you picked a niche where there were ZERO products. This could mean either one of two things: 1.) You just hit the lottery and will get all the business in the world and get rich beyond your wildest dreams just by sending one e-mail (unlikely), or 2.) No one could make any money in that niche and they quit (much more likely).

Seeing other products in your niche means there's a demand. I call this my pizza shop theory.

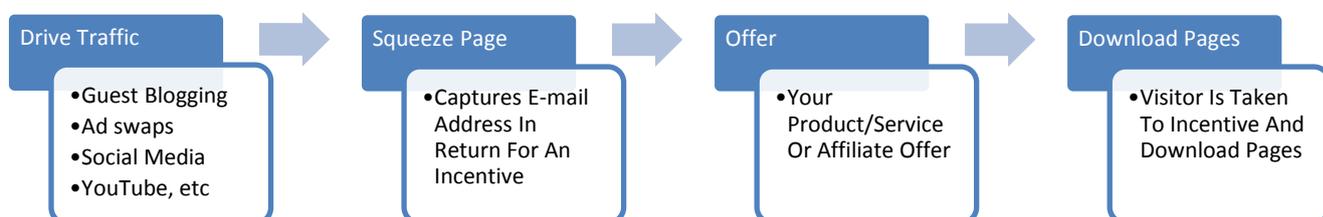
“There's a big demand for pizza in the world. If you make a good pizza and run your pizza shop well, you'll get your fair share of the business.”

As long as it's not some kind of fad, picking a niche with products means the demand will be there for a long time. You just have to be a little bit smarter to get in front of it.

Now let's give some thought to your sales funnel.

What Is A Sales Funnel?

It is simply an automated process that all of your new subscribers will go through. Here is a diagram to help explain a very simple funnel:



This is a simple concept and it is easy to set up. If you're going the funnel route, you must have this in place BEFORE you begin to drive traffic to your opt in forms or squeeze page.

This is not complicated and this guide will take you through what needs to be done. This can be easily outsourced if you don't want to do it yourself.

OK let's have a look at the individual sales funnel elements starting with...

Your Squeeze Page

This is just a page that only contains an enticing offer and a box to enter a first name and e-mail address.

There are no other links so the visitor will either enter their e-mail and proceed, or they will leave the page.

That's it!

When you are building a list, you don't want to offer a bunch of choices that confuse or distract people.

The aim is to get them to leave their e-mail address and proceed through the funnel so you need to make the squeeze page look good and the offer as appealing as possible.

Here is an example of a squeeze page that took just a few minutes to set up:

You Can Get Paid To Speak

**In a Few Short Days You Can Learn
Where the Money is
in the Professional Speaking Business**

Sign Up NOW!

Enter your name and email to get instant access to your special report / e-course and FREE training videos.

First Name:

Email:

Instant Access

Did You Know There Are 11 Different Ways to Get Paid To Speak

You can see this live and sign up yourself at <https://www.GreatSpeaking.com>

There are many squeeze page generators and WordPress plugins that make making one of these pages really simple. I don't want this book to go obsolete quickly so I won't name a bunch of them here. You'll see the one we recommend and currently use shortly. If you want to find others, all you have to do is Google "Squeeze Page Generator" and you'll find plenty.

Unless the visitor leaves the page, the only option for them is to enter their e-mail address to receive the special report that is being offered.

You do not want to have any other links or distractions on the page.

It's all or nothing!

These pages can convert really well but you should test several to see which one works best for you.

In order to capture the visitors e-mail address, you will need an...

Autoresponder

An autoresponder is a system that allows you to build a list using an opt-in form that you can place on your squeeze page.

Once the e-mail address is entered and the submit button clicked, the autoresponder will store that e-mail address in a specific list that you can send e-mails to over and over again.

For 19 years I have been using and promoting

<http://www.KickStartCart.com>



The reason we promote this is because it's a complete e-commerce system which includes your shopping cart, autoresponders, upsell modules, affiliate program, ad tracking and split testing modules and much, much more. We also give unlimited one-on-one free tutoring to teach you how to use it for as long as you have the cart.

What you don't want to do is put together a bunch of different services and then have people duplicated on many different lists. This is one of those things that I say, "Do as I say, not as I do."

My problem is that I had 150,000 subscribers before tools like <http://www.KickStartCart.com> were even invented. I've still got people on my list that have been doing business with me for 24 years. Back then we couldn't even capture someone's first name. We only got the e-mail address.

Anyway, I've got all kinds of lists and yes, some people get duplicates, but when someone has been with you that long, they probably don't mind. I don't want you to have the duplicate trouble though because tools like <http://www.KickStartCart.com> make it easy to send e-mails without the problems I had because I've been around so long.

The nice thing about a system like KickStartCart is that it is hosted on its own server. What does that mean to you? That means a couple really important things.

1.) You don't have to install anything on your web hosting service which can be a royal pain in the butt, and you would have to have another cart for each website you had. ...That would be crazy!

2.) You can run an unlimited number of your websites through one account. I have probably 70 different websites running through one cart and someone on one site has no idea I have 69 (my favorite number hahaha) other sites. I could be selling bras on one site and bibles on the other and no one would know.

Plus, the <http://www.KickStartCart.com> system will generate the form needed to put on your squeeze page to capture the e-mails and deliver the incentives AKA ethical bribes you will offer to get the people to opt in to your list.

Incentives

People are not going to join your list just because they like your squeeze page design! Yes, when I first started people would sign up for anything. Nowadays you almost have to pay them to give up their e-mail address.

You need to offer them something valuable for free so that they will trade their precious e-mail address for it.

This is very important.

People already receive lots of e-mails on a daily basis. In order to receive your e-mails, they will need to be convinced that you can provide valuable information and expertise that they don't already have.

One of the most common and effective ways to do this is via a free report. This doesn't have to be an entire book, but don't make it so short people are disappointed when they get it. The idea here is to provide value but not give away all of your secrets. The next level of secrets will be provided in a paid product that you can use as an offer for sale later in your simple funnel or via broadcast e-mail.

You could also offer a secret audio interview in MP3 format or a video that explains something of interest that may or may not pay you an affiliate commission.

I've had great luck with e-courses where your autoresponder delivers the course one part per day, or every couple days. A good autoresponder system will make it easy for you to set any delivery schedule you want.

At this point you may be thinking that you can't write, or you don't have an interview or a video! Well the answer is that you can outsource this work.

You can purchase "Private Label Rights" AKA PLR reports and e-books as incentives. "Private label rights" means that someone else wrote the report or e-book and you buy the rights to be able to put it back out under your name. The reason that most people do not use PLR is because the quality is usually poor. If you shop around by Googling PLR and your topic, you can find some really great quality reports and e-books.

I always suggest that if you do use PLR products, that you add your own information, stories and training to make the product unique and personal to you.

I would suspect, if you're one of my crowd, you have tons of things you have either already written, or could write to use as your incentive.

As part of your incentive you can have offers to things of yours or affiliate products. Just don't be obnoxious about it and make the entire document all about sales. This sends the message to the new subscriber that all they will get from you are sales pitches with no other free value. If you act this way, they will most likely unsubscribe very quickly.

What you absolutely don't want to do is make your incentive so pitifully small that you send the impression that you don't get much for dealing with you.

Remember. This is your first introduction to a new person who could potentially do business with you for years. Being lazy and putting out crap as your incentive is just stupid.

List of Potential Incentives, AKA Lead Magnets, Ethical Bribes, Freebies:

- Special Reports – On all of these make sure the topic attracts the right kind of person.

- White Papers
- Videos
- Audios
- E-books – Mine is “How to Automate Your Business”
<https://www.ScrewTheCommute.com/automatefree>
- Checklists – Example: “Checklist of what to take on your next camping trip.”
- Templates – Fill-in-the-blank stuff.
- E-courses – Mine is “Top Ten Ways to Make Money Speaking”
<https://www.GreatSpeaking.com>
- Samples – Like sample sales e-mails where people just substitute their information.

Here’s a great article with 69 different Lead Magnets from the company Opt In Monster:

<https://optinmonster.com/9-lead-magnets-to-increase-subscribers/>

Another important component of your sales funnel is your...

Offer

Let’s assume that your incentive is about generating free traffic. In this incentive report you show a bunch of ways the reader can generate free traffic for their product or service.

You know that the subscriber is interested in generating free traffic, otherwise they wouldn’t have joined your list.

So, you want to create a product that you can offer to them for a price that reveals even more ways they can generate free traffic.

This offer is presented to them in various ways and you have to test each way to see which one works best for you.

My philosophy is that I want someone to get at least three e-mails from me that help them before I hit them with offers. The idea is that I want them to get used to seeing e-mails from me that give them a good

feeling because they know the e-mail will help them do or get something they are very interested in.

Another way that you can try is to hit them with an offer immediately after they hit the submit button on your squeeze page. That's even before they have gotten their incentive that you promised them.

This is more aggressive and works fine for some audiences. If you are new to this, you just need to try each method to see which one works best for your targeted crowd. **No one can predict this.**

Note: If some tells you they know exactly how your audience will react to an offer, put your wallet in your pocket and run.

You MUST test it out what works best for your offer and for people in your niche.

Whatever you offer is, it should be directly related to the incentive offer that they have subscribed to. This gives you a darn good chance that it will be of interest to them. To add some urgency, you can tell them that the offer won't be seen again if they leave the page. This puts pressure on them to buy it before it is too late.

You can also put a countdown timer on the offer. I've seen this work extremely well in creating urgency to grab the offer NOW.

A high-quality offer should convert well.

Now you may be thinking that if you have gone to all of the trouble of creating a product for an offer then you would not want to lose the opportunity of your subscriber buying your product later on if they dismiss it.

Well there is a way that this can be done.

You base the urgent offer on price. You can tell your visitor that the product is generally available, but by grabbing it now they have a great opportunity to purchase it at a price that will never be offered again.

For example, if the normal price of your product was \$17, then you could offer it at the one time offer price of \$9. If the visitor declines the offer

then you can still offer them the product at the normal price of \$17 through your incentive report and follow up e-mail sequence.

If your product is good and you have convincing copywriting on the sales page, you will make sales either way.

To complete your simple sales funnel, you will need...

Download Pages

A download page is where the subscriber can access their free report, incentive, or the product they purchased.

If the visitor declines your offer, then they will be taken to a download page for their free incentive. If they have purchased your offer, then they get the download page for their incentive AND the download page for their purchase.

But wait a minute...

This is how most people do it.

The problem here is that the visitor can enter a fake e-mail address, skip your offer and then download the incentive.

This means that they will get your report without having traded their e-mail address and you will not have the opportunity to send them e-mails with more offers in the future.

Believe me this is real problem and it happens all the time.

So, how can you protect yourself from this?

The best way is to **tell them that the incentive report link will be sent to them via e-mail**. If they enter a false e-mail address, then they will not receive it. You can achieve this using a “double opt in” list building strategy.

This means that the visitor has to confirm their e-mail address before they can receive their incentive. If they provide a false e-mail then they will never receive the confirmation link and therefore will never receive your incentive.

Other Internet marketers will tell you that single opt in is best (no requirement for a confirmation e-mail). Again, this is a testing point.

If the visitor really wants what you are offering, they will not mind confirming their e-mail address.

Yes, you will lose a few people by doing it this way, but at least you will know that all of the subscribers on your list have provided genuine e-mail addresses and that you will be able to send them e-mails in the future.

There's another good technique you can use to get "good" e-mail addresses. Even if someone puts in a real e-mail address, it may be one they never look at other than to grab freebies from people. The next time you e-mail them with some other information or offer, they don't even see it. So, what do you do?

You could offer an e-course that's delivered over time. You make it clear to them that **they must put in their "best" e-mail address** so they get all parts of the course. If they want the course bad enough, you get their "best" e-mail address and can follow up with them regularly. . . . And they will see your e-mail.

OK. Back to the download pages. You must have a download page for people that purchased your offer. <http://www.KickStartCart.com> will generate this for you automatically, or you can make a custom page that matches the look and feel of your site. It's your choice. For those that decline the offer, you send them an e-mail something like this:

E-mail Confirmation:

You Are Just ONE CLICK Away from Generating All the Free Traffic That You Need

Dear (first name),

Shortly, you will receive an e-mail asking you to confirm your subscription to the Free Traffic Power e-mail list which is going to be, in all likelihood, **one of the most important decisions that you have ever made!**

Please also check your Spam e-mail box to see if it has landed there by mistake – it will be from “Traffic Power”. Make sure if it has ended up there that you mark it as “not spam”.

Yes, you will receive this incredible free traffic report once you confirm, and on top of that I will send you more life-changing e-mails in the subsequent days, with answers to questions regularly asked by people who are looking for ways to generate free traffic.

Just be sure that you have included an e-mail that you use and check regularly. If you didn't, [Click here](#) and go back and subscribe with a more preferred e-mail. **Please note that if you use a fake e-mail address you will not receive this incredible training.**

I can't wait to see you inside.

The Free Traffic Power Team

Does this work?

You better believe that it does!

You are giving the visitor the chance to subscribe again if they used a false e-mail address.

If they used a working e-mail, you are prompting them to not only confirm that they want your report, but also to ensure that your e-mail does not end up in their spam folder.

A lot of people use Gmail these days, and Google has been sending a lot of e-mail confirmation messages into “spam” folders or “promotions” folders. Help your visitor become a long-term subscriber as much as you can.

At the end of this report I'll give you some good text to use to help people “Whitelist” your e-mail address. You'll have to double check it to make sure it's still current by the time you read this and you might want to have an entire page dedicated to this on your website. Check out my page at the link below:

<https://www.ScrewTheCommute.com/whitelist>

It really is worth the extra effort.

One thing that was not included in the sales funnel, but is very important is an...

E-mail Follow Up Sequence

An e-mail follow-up sequence is a series of e-mails that are automatically sent by your autoresponder once the subscriber has confirmed their e-mail address. The name of this kind of autoresponder is “Sequential”, so it’s a sequential autoresponder service.

The first of these messages should welcome them to your list, provide the download or access link for their free incentive and promise them that there will be a lot of great stuff to come.

When you set up new sales funnels you should create quite a few follow up e-mails. On more expensive products, I have some sequences going out six months or more. If people spend a lot of money, I want to definitely keep in touch with them and you should too.

You will set these up in your autoresponder so that the subscriber receives an e-mail from you every day for the first week. (you’ll have to see if this is too many for your market). The e-mails should provide more free information and some personal stories of success, so that the subscriber will trust you and create a bond with you.

It is important not to fill these e-mails with offers! In one or two of them you can offer your product for the normal price but keep it as an afterthought. Remember, I want people to get used to getting e-mails that help them....especially in the beginning of our relationship.

If they purchased this at the sales funnel stage, then they can ignore this, but if they declined to purchase then they are provided with another opportunity to do so.

The main reason why this automated sequence is so important is that the subscriber gets used to receiving e-mails from you that help them.

If you just send them the free report e-mail and nothing to follow, they will quickly forget about you and you don't want that.

After the automated e-mail sequence has been sent you can then send "broadcast" e-mails to them which go to all of the subscribers on one of your lists. Before you start to put your sales funnel in place you will need to have a website that makes you look professional...

Look Professional

This is a short but very important section.

You could try and set up your sales funnel using a free website but it is really worth spending a few dollars to look professional.

You need to treat this as a real business otherwise it is destined to fail.

This means making an investment in a number of tools that are essential for your success.

Fortunately, these essential tools are relatively inexpensive.

It all starts with a...

A Domain Name

There have been examples of people trying to build lists with free web platforms such as Wordpress.com. (**Note:** We love “WordPress” websites, but “Wordpress.com” is a different animal which you should avoid when trying to do business.)

It is unknown as to whether these people have had any kind of success with this, but you can bet that a lot of people will never provide their e-mail address on any of these sites.

Why?

Because it screams CHEAP, HOMEMADE AND UNPROFESSIONAL!

If the owners of these lists have a lot of valuable secrets to share with you, then you would have thought that they would have been able to afford their own domain name and website.

You need to buy a domain name.

You can get these from a number of registrars.

Godaddy.com is recommended for this. Their service is good and there are always discount coupons available to save money on your purchase.

There are lots of websites and videos that will show you how to purchase a domain name and Godaddy.com has their own training on this.

WARNING: GoDaddy is the master of upselling. You go there to buy a cheap domain and by the time they're done upselling you, your bill is \$400.00 hahaha. Don't let them sell you a bunch of unneeded stuff. Just get your domain as cheap as you can and that's it.

Now that you have your domain name you will need...

Website Hosting

I do not recommend you host your website at GoDaddy. The best place I've been able to find lately is LiquidWeb. Their service is great, but you do need to search around a bit for their inexpensive hosting packages. Here's my affiliate link:

<https://liquidweb.i3f2.net/5v3Pn> You'll probably want to look for "Managed WordPress Hosting"

After you have placed your order with LiquidWeb they will send you an e-mail with your log in details and the DNS servers that you need to point your domain name to.

This will look something like this:

1st Nameserver: nsXXX1.liquidweb.com

2nd Nameserver: nsXXX2.liquidweb.com

You must use this information in your GoDaddy account to point the domain name that you just purchased to your LiquidWeb account.

In your GoDaddy account find your “domain manager” and look for your new domain.

Again, there are training videos on youtube.com and godaddy.com to show you how to do this. GoDaddy’s helpful support team will probably just walk you through it.

Now you need a website...

WordPress

Now that your domain name has been successfully linked with your website hosting you will be able to create a website.

One of the easiest ways to do this is to use the WordPress blogging platform which is the **GOLD STANDARD**.

Don’t let anyone talk you into the stuff you see on YouTube ads for easy website builders. You can be assured if they are advertising so heavily, the builder is designed for people that don’t know any better and it most likely won’t be able to do all the things you need it to do.

Then you will have to go through the hassle of converting to WordPress. **It’s much easier to do it correctly from the start.**

WordPress has many benefits, and there is plenty of information available about this on Google and YouTube.

[I have a complete course on this which includes help from my tech guys](#) if you run into any snag. They will take over your screen for you and help you if you get stuck.

<https://ScrewTheCommuter.com/wordpresscourse>

That’s it. You now have the basics set up.

A domain name, a hosting account and WordPress installed on your domain.

Now we can get down to the details of getting your Sales Funnel Set Up.

Getting Your Sales Funnel Set Up



OK finally you have arrived at the big moment!

You are going to set up your Sales Funnel using WordPress, a theme builder and an autoresponder system.

It is a good idea to have your incentive and product offer already created before you set up your funnel.

We are going to set up the funnel example in the following order:

1. Install a Thrive theme on your WordPress site
2. Make your squeeze page also with Thrive
3. Make your paid offer sales page with Thrive
4. Make your incentive download page (Optional if you have KickStartCart)
5. Set up your Autoresponder List
6. Make your signup form (Insert code on squeeze page)
7. Make your E-mail follow up sequence

Let's get started...

Theme Setup

You will need a "Theme" set up and activated on your website. I like to explain themes in terms of cars. WordPress itself is like the engine of a car. It's what makes everything work. A theme is like the paint job on a car or what the car looks like.

You can find free WordPress themes to do this but I wouldn't use a free theme in a million years. This is important, and free themes are usually not updated which means your entire website could have massive problems in the future. **This isn't the place to save a few bucks.**

We happen to use the very inexpensive "Thrive Architect Themes" that gives you tons of WordPress themes to pick from and a really high-quality website builder that all of my students use.

You see in my role as an Internet Marketing mentor I have both selfish and benevolent reasons when I suggest something to my students. Let's start with benevolent reason first. I want my students to use the best quality, easiest to learn and least expensive tools so they can make progress fast with minimal frustration.

My selfish reason is that if I just throw untested things at them and tell them to figure it out, I'm going to create enormous amounts of work for myself and my staff cleaning up their messes.

Maybe you didn't know, but my mentor program gives one-on-one tutoring to my mentees from both myself and my team. Even with tested programs that eats up lots of time and money. Can you imagine if I just gave them random stuff just so I maybe could make a little bigger affiliate commission?No way!

We thoroughly test things out **BEFORE** handing them off to my students which is the best for everyone. They get tested quality programs we know work and my team is versed in them so we can help out quickly and efficiently.Perfect!

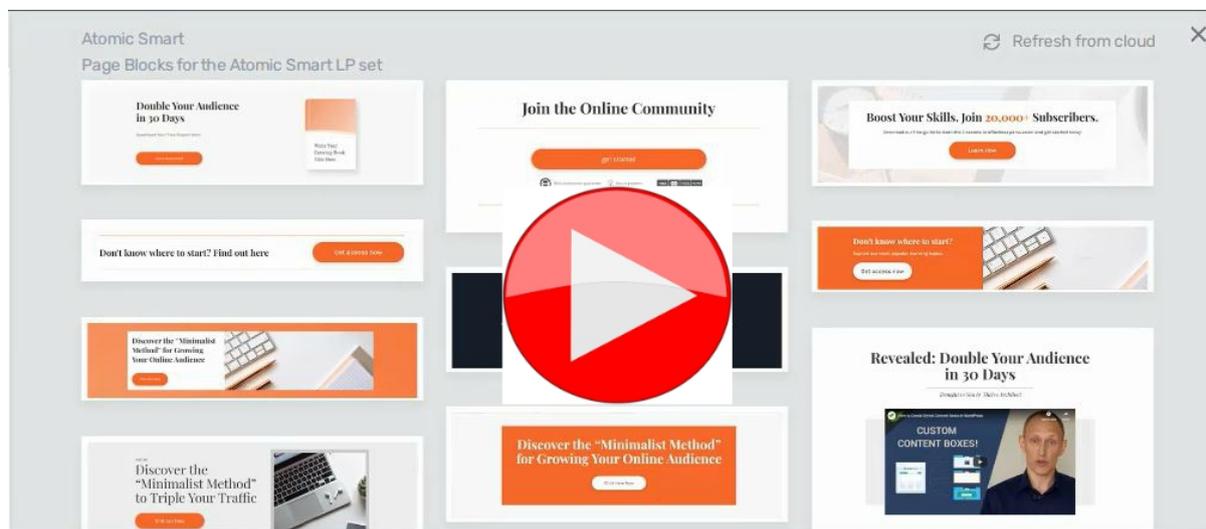
Back to themes.You must make sure your theme is "responsive". Responsive means your site will look good and operate properly on a cell phone and/or tablet. With Thrive themes you can make a world class website for a tiny fraction of what it would cost to have someone do it for you.

You can search for free and other paid builders, but you will get the best results if you use a premium builder such as Thrive Content Builder. Plus, if you buy it through my affiliate link, you get my team's help when you need it. No one else will do that for you. <http://bit.ly/1ufcPlw> .

Squeeze Page Set up

The next thing you'll do is build your squeeze page. Again, you can use the same Thrive program from just above.

Here's a sample video of how easy it is to make a squeeze page:



OK. Now where are you going to put this signup form?

Paid Offer Page (Sales Page)

Here you will be creating a sales page for your product. Most of the “free” builders are free for a reason. They are probably not updated and usually don't have the important features and stability of paid professional builders. I'm the first one to promote free stuff when it's good, but this ain't the place to scrimp.

This will be the part of your funnel where you will offer something for sale. If you don't have anything to sell, you can put an affiliate product on the page.

Also, and I've been saying this for years, “If you have a mouth, you have a product.” (Now don't get a dirty mind on me hahaha.) That means you can offer coaching, mentoring and consulting on your topic. So, don't tell me you don't have a product.

This page again is easily made with Thrive. The hardest....and most important part....is writing the sales copy to make people want to buy your product or service.

Another thing I've said for years is that copywriting is by far the most important skill I've gained in nearly 44 years in business. It's clearly the fastest way to increase your income.

I have a super comprehensive course on it that's guaranteed to help you sell more PLUS if you happen to like writing you can make serious money writing sales copy for others.

And another thing you must think about. There are tons of places you need copy. Learning these skills will invade all your promotions and even non promotional items like video scripts, blog postings, articles, and even business letters. These skills will move people to do what you want them to do. Check it out at: <https://www.CopyWriting901.com>

Here are several examples from the many sales letters I have:

<https://www.ScrewTheCommute.com/wordpresscourse>

<https://www.ScrewTheCommute.com/prospeaking>

<https://www.ScrewTheCommute.com/ultimateguide>

<https://www.ScrewTheCommute.com/voiceover>

I think <https://www.CopyWriting901.com> has about 65 sales letter samples and all of them made money.

Note: The traffic to the sales letters above all come from free webinars I offer at <https://www.TomAntionWebinars.com> I don't want you to think I'm violating my sales letter rules (see just below) where I don't want sidebars and/or navigation buttons distracting people. When I just spent 90 minutes selling the product on a webinar, the sidebar and navigation rule are not that important.

Widgets on the Sidebar

To continue my car analogy. If WordPress is the engine to the car, and if the Theme is the paint job of the car, "widgets" would be accessories of the car like heated seats, a DVD player in the back for the kids, and maybe a backup camera.

Frequently you see widgets in the sidebar of your site. I highly suggest that whenever possible you might want to remove all of the widgets that are installed in your sidebar. Again, this is easily done in Thrive.

Exclude Pages from Navigation Plugin

One thing I learned years ago from one of the top Internet Marketers ever, Corey Rudl, was not to distract people when trying to sell them. He suggested to get the navigation buttons off sales pages. The “Exclude Pages” plugin can be installed in WordPress to “exclude” a specific page from having navigation buttons.

If you have Thrive, you don’t really need this plugin because you can just pick another template from Thrive.

Incentive Download Page (Optional if you have KickStartCart)

If you have <http://www.KickStartCart.com> you can have your incentives delivered automatically through the cart. You’ll see more about the cart below. If you don’t have the cart, you can make another page in Thrive like the ones above and put the incentives on there. Your autoresponder e-mail from <http://www.KickStartCart.com> will tell the person where to find the download page. Just below is an example from a page that I mention on my podcast to give away a free automation e-book (you can get it too).

Technically this is a squeeze page because it has an opt in form, but it would just be an incentive page if I took off the opt in form. This page was also made with Thrive. Here’s the link:

<https://www.ScrewTheCommute.com/automatefree>

Another example of a similar page with no opt in is the page where you can get our podcast app.

<https://www.ScrewTheCommute.com/app>

Some other things to consider if you are making this page:

- You want to take every precaution that you can to safeguard against theft. The first step is to use a complex name for the page so that it cannot be easily guessed. Don't call it "Download" or your product name.
- You want to thank your visitor for making the purchase at the top of the page.
- You will want to disallow search engine robots from indexing the page so that it cannot be found using clever Google searches. There are settings and WordPress plugins that easily make a robots text file.
- You can still offer something for sale on this page. Just make the incentive you promised prominent so people see it easily so they don't feel like you scammed them out of their e-mail address.

Autoresponder Service and Set Up

The video you will see below is from <http://www.KickStartCart.com> that I've been talking about so enthusiastically.

You can adapt the concepts of list building in this e-book to whatever system you already have in place, but there is a reason meas a multimillionaire doing this for many years....keeps using <http://www.KickStartCart.com> It works. A mere mortal can operate it and it's affordable. It pretty much runs my entire business.

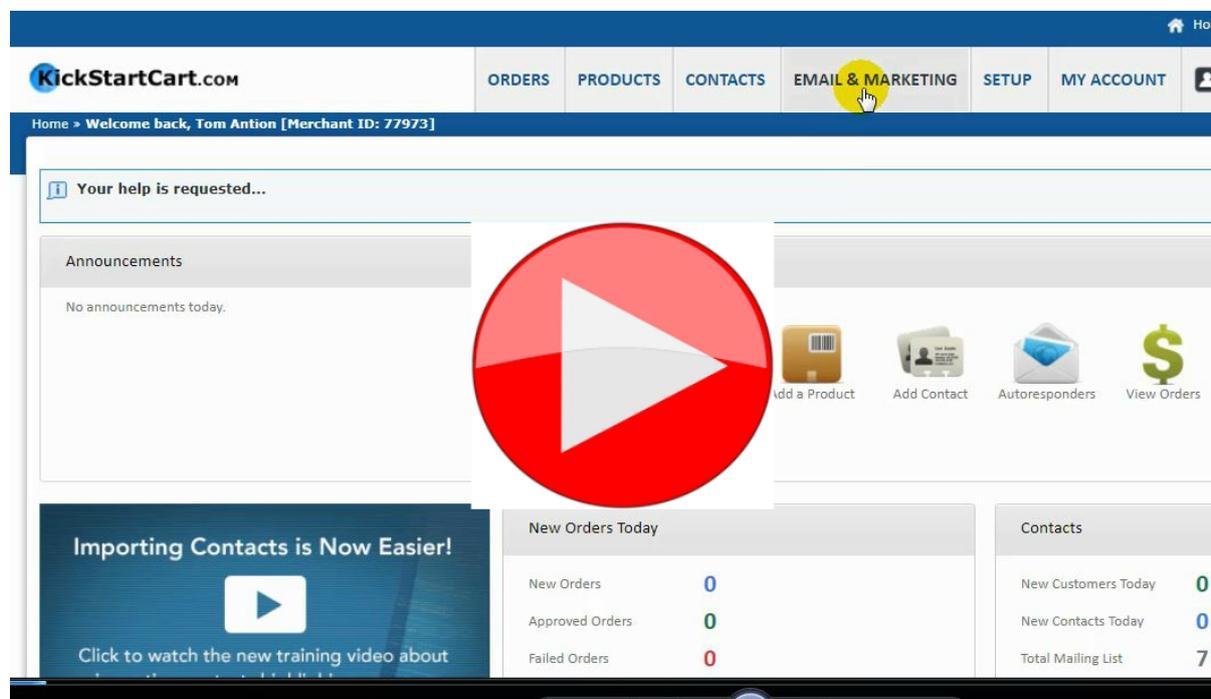
Once you have signed up for your autoresponder system, the first thing that you will want to do is to create a new autoresponder contact list. You want to create a separate list for each promotion you do. That way you know that everyone on a certain list downloaded a certain incentive, or purchased a certain product. That way when you decide to send an offer, you know exactly who to send it to and what to send them.

For example: Let's say you have a list of tennis enthusiasts. You wouldn't want to send them an offer for a golf e-book. You would pull up your list of tennis enthusiasts in your autoresponder system and do a broadcast to them with your tennis offer.

If you had a golf offer, you would pull up your golf list and send your golf offer to them.

This is pretty easy to do and the process is similar for most of the major autoresponder systems. Watch the video below:

Setting up an autoresponder:

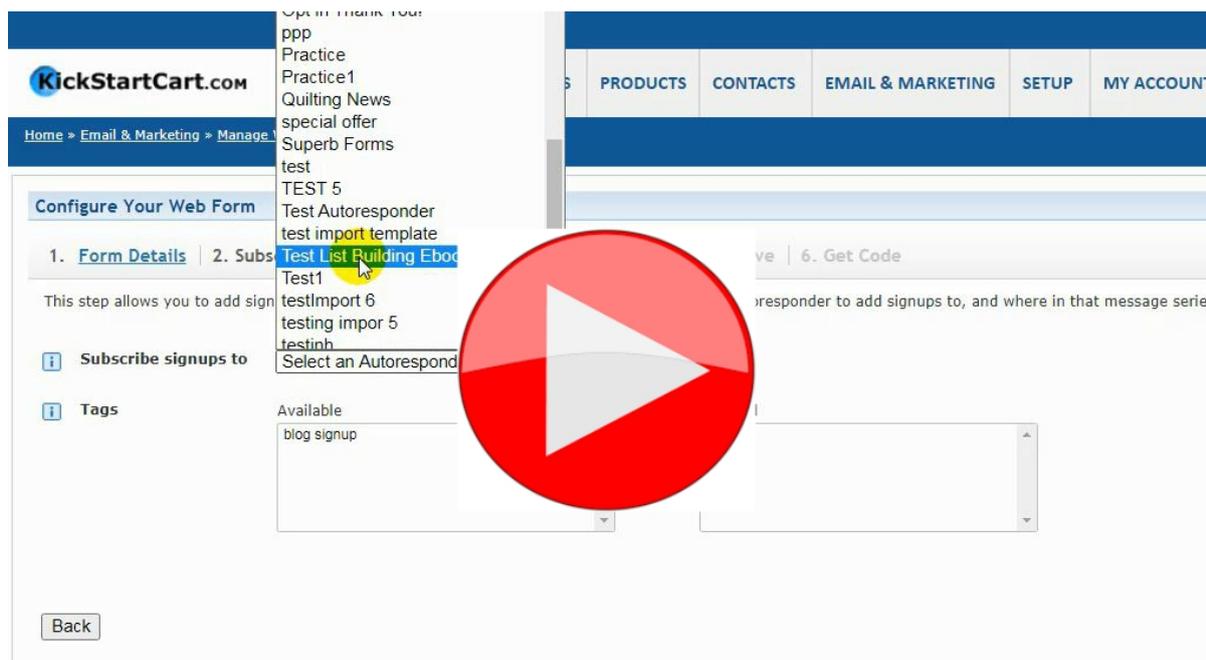


Signup or Subscription Form Set up

Now that your autoresponder is set up, you need to make the code needed to put in your squeeze page.**WHOA TOM. YOU NEVER SAID ANYTHING ABOUT "CODE"**. Don't worry. You aren't going to have to write any code. All you're going to do is copy and paste the code generated by your autoresponder system. Or you might just copy the code and give it to whoever helps you with your website. We help you with this when you have <http://www.KickStartCart.com>

Watch the video below to see how we do this:

Getting the code to put into your signup forms:



Now let's talk about the e-mails your autoresponder system will send out....

E-mail Follow Up Series

The final part of your sales funnel is to write and set up a sequence of e-mails that discusses your free report and also your paid product.

Writing e-mails that get opened and read requires good copywriting skills. I mentioned this before and this is just another example of where you need copywriting. <https://www.CopyWriting901.com> In this series of e-mails you should also be prepared to give away a couple more secrets for free to really get your subscribers to like and trust you.



I've got a powerful free webinar that will go deep teaching you 5 critical copywriting techniques guaranteed to help you with your e-mail

marketing and tons of other promotional materials you will need to produce to be successful. Watch it here: <https://joinnow.live/a/Smd59U>

You can outsource the writing of your e-mails if you want but, I really beg you to increase your skills. You will save enormous amounts of money and time because you won't have to pay someone else to do these things for you and wait for them to get it done.

The first e-mail must contain the link to the download page for your incentive. It is also an opportunity to introduce yourself and tell them that the secrets in the incentive have provided a lot of success for you.

Do not try to sell them anything in this first e-mail. Here's an example where you can get an idea of what one of these e-mails look like. You can take a look at it and write similar info that applies to your deal:

Subject: Your Report on Traffic

Hi <\$firstname\$>,

Thank you for subscribing to the Free Traffic Power newsletter. You have made a very wise decision joining us as we will reveal many underground tips and techniques to supercharge your Internet marketing business.

As promised, you will be receiving our fantastic gift just for signing up. The amazing "Free Traffic Forever" report will have you driving lots of traffic to your site in no time.

First things first, let me introduce myself. My name is John Doe and I will be your guide through the exciting journey of traffic generation and Internet marketing.

Why me? Well I have experienced several disappointments over the years trying to make my Internet marketing business work. Only recently when I got connected to the right people was I able to make a substantial income online.

I have not only been able to set up a business that pays me almost on autopilot, but as a way of giving back I have setup TrafficFreePower.info so that I can give back to others, like yourself.

The Internet marketing industry is changing all the time and my team and I are dedicated to stay on top of this and inform you of the latest developments on a regular basis via e-mail. I will share with you the latest tools and other resources that are assisting in the development of my business and that can help yours too.

I will also share with you further underground traffic tips. You can have the best website in the world with the best products, but if you don't have a steady stream of traffic to your site you will not make any sales.

In tomorrow's e-mail I will reveal a site where you can freely post your advertisement that will be seen by millions. I have had fantastic conversions from this site. Don't miss this e-mail!

Here is the download link to your free report:

(link)

Read it and take action!

John Doe and the Free Traffic Power team.

You will notice that the download link is included at the end of the e-mail.

Why is at the bottom?

So that they'll read through the whole e-mail of course!

Note: Putting the link at the bottom doesn't apply to Facebook posts and YouTube descriptions. We want the clickable links to show before Facebook and YouTube make you click (show more) to see everything.

In the next couple e-mails you can give away some more secrets. You always want to leave a "cliff-hanger" at the end of the previous e-mail that will encourage them to open the next one when it arrives the next day.

This is actually an extremely powerful copywriting element called "The Zeigarnik Technique". This is a technique based on the fact that the human mind cannot stand unfulfilled curiosity. When you tell someone a secret is coming, people really want to know what that secret is, so they

watch for your future e-mails. This technique is covered in depth on my free webinar <https://joinnow.live/a/Smd59U> .

You can see an example of this in the first e-mail above.

In the next couple e-mails you can gently introduce your paid offer.

Make sure that you describe the main benefits and the success that you have had by using the methods described in the product.

Then even more e-mails should follow that add more value.

Do you get it? Keep adding value and people will be reluctant to unsubscribe.

In the last e-mail or anywhere in the later e-mails you could offer them a special opportunity to buy your paid product for a small fee.

<http://www.KickStartCart.com> allows you to put in a coupon code (people love a deal) where people can get a discount. This method works extremely well.

You can have as many follow up e-mails as you want. Just make sure each one of them gives good value like the sequence you see below from a real product of mine.

The e-mail samples you see in this guide are pretty long. I wanted to get as much information in them as I could so you see the possibilities.

More recently the trend is to shorten up the e-mail and get them to click over to your website to get their “secret” and more information.

ACTUAL FOLLOW UP SERIES I'VE USED FOR YEARS

The example below is of an e-mail follow up series

<http://www.KickStartCart.com> sends when someone invests in my "Wake 'em Up Video Professional Speaking System"

<https://screwthecommute.com/speakervideo/>

The numbers you see are the number of days from the day of the order. For instance, "Day 0" is the same day as the order. "Day 2" is two days from the day of the order. (Some autoresponders count the number of days "between" messages).

When you see <\$firstname\$> that is a field where the autoresponder automatically inserts the person's first name. This is called a "custom field." More sophisticated systems like <http://www.KickStartCart.com> can insert any number of variables. For instance, I could have put in another code that would put the day they ordered. <\$dayoforder\$>

OK. Here we go:

Day 0

Hi <\$firstname\$>,

Your "Wake 'em Up" Course will ship right away and you should have it in a few days. It will take you a little while to go through this in-depth course. Take your time and implement a few of the techniques each time you speak. Don't try to revamp an entire presentation at once. You also get 30-minute consultations with me so I can help you get the most out of the course. Call 757-431-1366 to set your appointment.

DVDs 1 through 4 are on speaker performance and should be watched in order.

You can concurrently use DVDs 5 & 6 for marketing ideas. The most advanced marketing tips are on DVD 6.

Would you mind telling me how you heard about the 'Wake 'em Up System' and what made you decide to invest? Also, tell me what you want to accomplish and I will be there with you along the way.

I'll send you a few more tips tomorrow to help you get the most from the 'Wake 'em Up Professional Speaking System'

Good luck and let me know how I can help.

Sincerely, Tom Antion

P.S. I have some great Internet Marketing camps for speakers coming up (link). It will definitely open your eyes to new possibilities for quick and low risk income based on your knowledge and speaking skills.

(My normal signature file goes here. I have left it off these training messages purposely.)

=====

Day 1

Hi <\${firstname}>,

Your 'Wake 'em Up Professional Speaking System' is on its way and should arrive shortly. The purpose of this e-mail is to give you some tips on what to expect from the course and also some tips on using the course most efficiently.

I'M HITTING YOU FROM ALL DIRECTIONS

Your professional speaking system is designed to hit you with the material from several different directions. You will read about the techniques in the 'Wake 'em Up' book. You will see the techniques in action on the videos. You will hear the techniques in the audio tapes and you will answer questions about the techniques in the workbook. **THIS IS BY DESIGN!**

The last thing I want you to do is to be up in front of 3000 people, under extreme pressure, and wondering what I said about a certain situation.

THESE ARE NOT ENTERTAINMENT VIDEOS

Learning to be a great speaker is much harder and much less entertaining than watching the great speaker that you are going to become. You must take notes when you are watching the DVDs and don't expect to watch a 90-minute DVD in 90 minutes. I highly suggest you take notes the entire time you are watching.

Try not to be distracted while you are watching. In fact, the best setting would be when you can stop the DVD and actually try the technique right when you are learning it.

PLEASE, PLEASE, PLEASE DO NOT SKIM PAST A TECHNIQUE

I sweated blood doing more than 3000 paid presentations in 12 countries to learn the techniques I'm showing you. I researched other great speakers for 7 years to make the course really powerful. Literally a 30-second comment I make on the video could be the difference between **WOWING** the audience and bombing (tomorrow I'll give you a few examples of what I mean).

DON'T FORGET TO SCHEDULE YOUR FREE CONSULTATION

Included in your investment in this system you get 30-minute consultations with me so I can help you get started on the right foot and also so I can answer any of your burning questions about professional speaking.

Call 757-431-1366 to set your appointment.

<\$firstname\$>, I am really committed to your success. You'll see and feel that when you talk to me.

Sincerely, Tom Antion

P.S. Make sure you sign up for your free subscription to 'Great Speaking' the largest e-magazine for speakers in the world (link)

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Day 2

Hi <\$firstname\$>,

Your 'Wake 'em Up Professional Speaking System' should be arriving any day now (unless you live in a faraway land where customs might hold it for a little while).

Yesterday I promised to give you a few examples of some of the powerful techniques that you will learn in your 'Wake 'em Up' system.

Here are just a few of the literally hundreds of techniques that pro speakers know about that make them worth every penny of the money they get.

TECHNIQUE # 1 -- SEATING

By far the best seating method when you can get it is semi-circular theatre style. In this seating method you will get much more interaction, agreement and laughter from a group than from any other seating method.

Let me tell you from experience just how powerful this seating method is. I had done over 500 paid presentations before I learned about this seating method. I had good tested material and after doing that many presentations, I pretty much had my act together and could tell in advance what kind of reaction I'd get from the crowd when I said a particular line.

WOW! DID I GET SURPRISED

Another speaker friend of mine told me about the success he was having with semi-circular seating. He told me that laughter and interaction are contagious. When people are seated on a curve, they can see the faces of everyone else in the same row. (In regular theatre style seating people can only see the ear of one person to their left and one to their right.) By increasing the number of faces that each audience member sees, you are increasing your chances for shared agreement, interaction and laughter.

I tried it in my next presentation and I couldn't believe the results. Lines that had been getting me chuckles were now getting solid laughs and lines that were getting solid laughs were now getting long belly laughs.

Serious parts of the presentation were also enhanced because people could see other people nodding in agreement with my points so they nodded too.

I would estimate the seating alone increased my effectiveness by at least 30% and I've been using that style of seating whenever I can ever since.

In the 'Wake 'em Up' system you will learn all the nuances of different types of seating methods and how you can make the best of any situation.

TECHNIQUE # 2 -- TIME OF DAY

In very early talks, in general, humor should be kept to a minimum. People are not awake yet and a line that would have them rolling in the aisles at 10:15 AM would fall flat at 8:00 AM

Brunch and lunch are considered the best time of day to speak because the people that hate to get up early are now awake and the people that get up at the crack of dawn are not tired yet.

Late afternoon and after dinner talks are harder because people are generally getting tired after a long day. Use humor, but don't expect the laughter to be as hearty. Your serious material should not be too heavy because people will be too tired to absorb it.

Your system will include all the details about time of day and hundreds of other topics you MUST know about to make sure that you really shine on the stage.

OK <\$firstname\$>, I'll check in with you in about a week. Dig in when the course arrives. If you haven't called me yet for your consultation, call 757-431-1366. Call the same numbers if you have any questions while working through the course.

Sincerely, Tom Antion

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Day 9

Hi <\$firstname\$>,

Just checking in to see if your 'Wake 'em Up Video Professional Speaking System' arrived safely and if you have any questions so far.

I told you when you first invested in the system that I was committed to your success.

Call 757-431-1366 with questions or e-mail to <mailto:orders@antion.com>

Sincerely, Tom Antion

Learn to deliver seminars by phone. I made 18K in two nights delivering TeleSeminars. (link)

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Day 23

Hi <\${firstname}>, I wanted to remind you to pay particular attention to the technique in your 'Wake 'em Up System' called 'Bits, Chunks and Series.' This is one of the most powerful platform techniques that will make you look extremely polished on stage.

It gets you out of using notes and helps you command the material so well that you can spend your time on stage noticing the audience reaction to the material.

I told you when you first invested in the system that I was committed to your success. I'll give you some extra marketing techniques in a couple weeks.

Call 757-431-1366 with questions or e-mail to <mailto:orders@antion.com>

Sincerely, Tom Antion

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Day 37

Hi <\${firstname}>, A couple weeks ago I reminded you of a very powerful technique for performing on the platform called 'Bits, Chunks and Series.' You should now be getting comfortable with what you need to do to improve your platform performance.

Now is the time to pay some serious attention to marketing your speaker services either part time or full time.

I'll give you one very powerful tip today:

WRITE AND DISTRIBUTE ARTICLES/BLOG POSTINGS

Articles and blog postings are great because they can really establish you quickly as the expert on a particular topic. Being thought of as an expert will get you hired as a speaker faster than anything.

You can also use the articles in the following ways:

=> Put them on your website (you have a high traffic website, right? If not you better get my book 'Click: The Ultimate Guide to Electronic Marketing for Speakers' (link)

=> Put them on other websites. I have gotten hired many times at full fee, from people that read my articles and postings on other websites, clicked through to my website and then called me to finish the deal.

=> Put them in your own printed or electronic newsletter ('Click' also teaches you how to do this).

=> Put them in other printed and electronic newsletters.

=> Put them in trade magazines that service the industry you want to target.

=> Put them in newspapers.

=> Put them in national magazines.

For more info on getting tons of free publicity from articles, radio and TV visit <https://www.antion.com/publicityhoundTOC.htm> (put in coupon code)

Call 757-431-1366 with questions or e-mail to <mailto:orders@antion.com>

Sincerely, Tom Antion

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End of sequence, but these people would have been getting broadcast e-mails along the way with other specific offer and tips.

Do you see how I continually offered service and tips to people? You can be sure they had a good impression of me and most of them have stayed on my list and purchased things over many years.some 24 years or more!

OK once you have your e-mails written it is time to load them into your autoresponder so that they will be automatically sent out once your subscriber confirms their e-mail address. (Review the previous video on setting up your autoresponder)

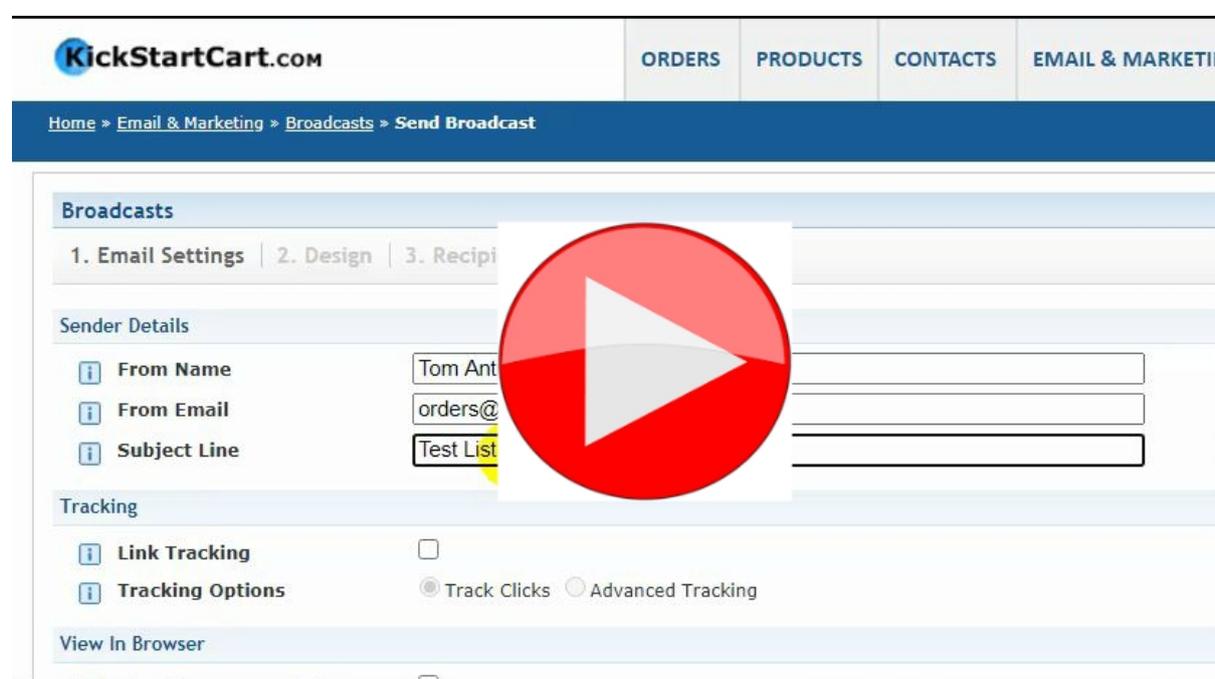
Your sales funnel is now complete! Remember to test every part of it by subscribing yourself and having your friends and employees subscribe.

You can always come back and tweak an e-mail, or correct a typo if you spot anything.

Autoresponder Broadcast

One of the best features of an autoresponder service is that you can send an e-mail at any time to some or all of your subscribers. It doesn't matter how many subscribers you have or how many different lists you have, your autoresponder service will send your e-mail to all of them (or to only those you designate).

The video below shows you how to easily set up a broadcast in <http://www.KickStartCart.com>



On the next page you will see a video that shows a more precise broadcast going to people on a specific autoresponder list:

385389	7 Figure Business 2 CD Set	1	2	0	\$0.00
382978	9 Ways to Build Biz Pub Bk CD	1	2	0	\$0.00
158819	Adam Ginsberg	2	30	0	\$0.00
26255	Adobe Acrobat Reader Help	1	3147	0	\$0.00
618358	AdSonar Opt in for Shopping cart ebook	1	1	0	\$0.00
138989	Advanced ButtCamp CDs	1	4	0	\$0.00
134430	Advanced ButtCamp TeleSeminar	1	9	0	\$0.00
129687	Advanced ButtCamp TeleSeminar Pre-Sel	1	0	0	\$0.00
120461	Affiliate Program - Personal	11	221	0	\$0.00
16759	Affiliates	2	895	0	\$0.00
150752	Alex Carroll--How to Make \$2000.00 a Minute on the Radio	1	1	0	\$0.00



Getting Traffic to Your Squeeze Page



THIS IS AN EXTREMELY IMPORTANT SECTION

READ THIS

I have personally done almost all the ideas you see below. Some have brought in hundreds of subscribers and some have brought in thousands of subscribers. A percentage of these subscribers turned into customers and are responsible for many millions of dollars of revenue, my house, my cars, my personal possessions, and most of my net worth.

Work the ideas thoroughly and they can pay off for you too.

=====

You did all this work to get to this point. Now let me tell you how to drive free traffic to the great system you just created.

You've set up your sales funnel so you need to get as many people to view your squeeze page and other sign up areas as possible. In this section, I'm going to give you a bunch of ways to get subscribers. Pick one or two and work them hard. Then pick a couple more and hit them hard. Then rinse and repeat.

Watch carefully to see the results of each method and over time you'll see the methods that work best for you. You can then put the bulk of your efforts there.

You need lots of traffic

It's no good believing that "if you build it, they will come" because they won't!

You need to be prepared to invest time and effort to get targeted traffic to your squeeze page to build your list.

First, I'll discuss what NOT to do, and then what TO do.

What Not to Do

SEO

A lot of people believe that the best way to do this is to rank their website on the first page of Google for popular search terms.

Let me tell you that Google will NEVER rank a squeeze page or a site with only a couple pages on the first page for virtually any term worth using. Even if they did, you would have to pay a small fortune for quality SEO services (or spend the time and money doing this yourself).

The problem is if you did get some success, it would take months to get there. Then Google could make a minor change in their algorithm and then you disappear off the face of the earth. This is not a good option.

Of course, I want you doing the basics of SEO that I teach my students so you don't shoot yourself in the foot, but counting on that for list building is just ridiculous.

PPC

You have probably heard of Pay Per Click (PPC) advertising that is offered by Google, Bing, Facebook, Yahoo and others.

This is not a good option either. Most ad platforms will no longer accept a squeeze page as your landing page because they feel it's not substantial enough to send a visitor to.

They want people on their ad platform to have a good "user experience". Sending them to a squeeze page with no or little content won't fly with most ad platforms.

You could try to get a “reverse squeeze page” approved where the top of the page is content and the signup is at the bottom or embedded in the content as the paid visitor scrolls down.

You may find some ad networks that may accept squeeze pages, but using PPC never usually produces great results. Unless you are flush with cash, when it comes to gaining new subscribers, stay away from PPC because it can be very expensive.

“Expensive” is a relative term. If you can figure out what is called “The lifetime value of a customer”, then you may find that’s it’s worth it to pay quite a bit per subscriber if in the long run you can make a profit. Just be very careful. I don’t want to hear from you that you lost your shirt doing PPC.

Buying Visitors

You can go to [fiverr.com](https://www.fiverr.com) and other places and buy 10,000 visitors to your site for as little as \$5. Do you think that this is going to get you many subscribers?

It won’t for sure.

This has been tested in the past and it simply doesn’t work. If you do get any subscribers from this at all they are unlikely to become buyers as the traffic is too random. Give this one a miss too.

What You Can Do (no particular order)

Articles

A lot of people in the Internet marketing world will have you believe that writing articles and submitting them to high quality article directories is a waste of time now.

OK. I admit that Google fell out of love with article sites some time ago, but it doesn’t mean that people don’t use them anymore.

<https://ezinearticles.com/> still gets a lot of traffic. Writing articles about your topic will bring you some targeted traffic. Maybe you have some articles already written and sitting around on your hard drive doing nothing. There's no harm in spending a few minutes and putting them up on <https://ezinearticles.com/> with links back to your squeeze page and/or opt in form pages.

A few years ago, people used to write crappy articles and publish them on article sites so that they could get a link back for SEO purposes.

This doesn't work anymore, but people do still read articles.

If you don't like writing, then you can easily outsource this to freelancers. You usually get what you pay for with article writing, so if you want your articles to be accepted by the higher quality sites, they will need to be high quality.

It is OK to link to squeeze pages with most of the article sites.

Sharing Networks

A more modern way to distribute your information would be creating PDF files or even PowerPoint slide presentations and putting them on places like <https://www.SlideShare.net> and <https://medium.com>

Here's a really great case study that's a few years old but totally still relevant: In only 30 days this lady got great results from SlideShare and this is what she said about it:

Over 200K views. Several first-page Google rankings. 1,400 clicks to Traffic Generation Café and my Facebook fan page. Over 400 new Facebook fans. This is my second largest referral traffic source. Here's how you too can drive SlideShare traffic like a pro.

<https://trafficgenerationcafe.com/slideshare-traffic/>

This is really a great training on how to be successful with SlideShare.

Here's a link to a great free webinar on using Medium.com to distribute your content and promote yourself: <https://joinnow.live/a/Dokoqi>

Ask for Shares

Ask your present subscribers (if you have any) to share your opt in page. Give them some promotional text <https://www.CopyWriting901.com> to use in their e-mails so that it's easy for them to do it.

Do the same on your social media where it's even easier for people to share stuff. If they like you, many of them will do it which exposes you to all their followers and it will be a warm introduction.

Ad Swapping

Once you have built a little bit of a list you can then use ad swapping to increase the size of your list. Here you will enter a joint venture with another similar sized list owner and you will show **“their”** ad to your list and they will show **“your”** ad to their list. This is often performed on a “click exchange” basis.

For example, if you agree to a 100-click ad swap with another list owner, you will send out a broadcast e-mail to a number of your subscribers with their free offer and they will do the same with your free offer. Once 100 clicks (visitors clicking on the link in the e-mail to the relevant squeeze pages) has been established, then the ad swap is complete.

There are lots of list owners that are looking for ad swaps.

You continue to build your list for free by doing ad swaps with other list owners. Keep your eye out for other complimentary lists to yours and pitch them on the idea.

Once you get in with the ad swap crowd, you may swap with the same lists every couple months because both of you will have lots of new people on your lists that weren't exposed to the last ad swap.

Plus, lots of people may have missed the previous ad swaps you did, so they get another shot at seeing it.

If you consider that a quality 100 click solo ad can cost anywhere from \$40 - \$60 or more, this is great way to enhance the size of your list for free.

Product Bonuses

Find other marketers who are selling products complimentary or related to what you sell and offer a bonus they can use to help sell their product. The bonus, of course, leads back to your site.

If they are reluctant, you may offer to make them an affiliate and embed their affiliate link in the item you provide them as a bonus. That way they can make commission money from you if someone buys something out of the bonus.

With this method you create a PDF file that has great information about your topic with links back to your website and signup form. This PDF file is given to other marketers to use as a bonus on products they are selling.

This puts you in front of all the other marketer's "customers". This can be extremely valuable to you because the people you will be in front of actually spent money. This makes them a higher quality subscriber if they get on your list.

Facebook Groups & Pages

If you are the admin of a Facebook group, you can put posts up that talk about your incentives people can get if they go over to your site and opt in. You can pin that post to the top of the page if you want it there working for you permanently.

If you have a Facebook business page, you can get a geek to put an actual signup form on your page. I personally don't know how to do it and I wouldn't even begin to put the instructions here because Facebook changes all the time and so quickly. Just know that currently it can be done.

This also is totally in line with my principle that ALL social media is a necessary evil I use to get people off my social media accounts and on to an e-mail list.

Other Facebook Groups & Pages

Check with the admins of groups you'd like to be in front of to see if they would promote your offer for you. Again, offer to make them an affiliate.

With this idea, you must realize that some admins are EXTREMELY protective of their groups and will say positively NO.

The slow but effective way to get in front of these groups is to join them and participate. If you are participating and seen as a positive and valuable person in the group, people will naturally check out your profile and some will sign up.

Just be extremely careful that you aren't too promotional in the group, because you can get kicked out and banned immediately if you cross the line they have in their Facebook Group sand.

A way that I have found that beats the system is if you have a podcast. **This is a freaking awesome method:**

In this case you interview one or more of the admins on your podcast. It's very likely they will post the interview in their group. **This idea got me invited to the Whitehouse.** Watch my podcasting webinar to see how this happened.

<https://joinnow.live/a/OSpbOM>

Guest Blogging

This is where you get another blog owner to post something you have written to their blog. You get paid back with a link to your website or list signup page.

If you write a really good post, the readers of that blog are inclined to come over to your site to see what else you have to offer. Plus, you are getting the implied endorsement of a blog owner who they already like and trust.

Like above, you can use your affiliate link to give the blogger more incentive to put up your guest blog post.

Blog Commenting

This is another really slow and time-consuming method to get subscribers, but if you're going to comment anyway, what the heck? You

just have to be darn careful that your comment makes sense for the discussion going on and that there is a legitimate reason for you to mention your list.

If you don't, people will consider you a comment spammer which will hurt your reputation while only getting you very few, if any, subscribers.

Blogger Roundup

A spinoff of guest posting is to get with several blog owners and swap postings. Each of you would write a post promoting each other. This is called "cross promotion" and is a very good idea.

JV Giveaways

This is another spinoff of collaborating with other bloggers. This is an older one that can still work if done properly. The original idea is that you get a bunch of bloggers together who each contribute a freebie and everyone broadcasts the giveaways to their e-mail list.

The old way had three big problems. 1.) Subscribers got overwhelmed with hundreds of freebies and 2.) It generally attracted freebie seekers. and 3.) The bloggers didn't provide high quality freebies.

The more modern way to do it is to put together maybe 5 or so more prominent bloggers and keep the freebies high quality.

You might ask, "What's the difference between this idea and the one just above?" The one just above only had postings on the sites. This idea had the blog owners e-mailing their lists about what was going on.

Contests

I didn't want to put this idea in the paid section even though there will probably be some incidental costs involved.

You'll have the cost of your grand prize (if it's physical) and if you use e-books, special reports and online courses as your other prizes, you won't really have much expense involved.

Also, to really maximize this list building idea, you will need some good quality contest services/software and there will be a cost for that.



All the prizes were digital

Grand Prize
Wake 'Em Up Video Professional Speaking System
1 winner \$1297.00

One-Year Membership to AmazingPublicSpeaking.com
Over 475 Public & Professional Speaking Videos
5 winners \$97.00

Ultimate Guide to Public Speaking E-Book
The Premiere Guide to Running a Speaking Business
10 winners \$27.00

Wake 'Em Up Business Presentations E-Book
Classic book full of techniques on how to WOW any audience!
15 winners \$19.95

Everybody!
Everyone will get two special reports.
Top 10 Ways to Make Money Speaking
Top Ten Ways to Be Great On Stage

Only the Grand Prize was a Physical Product and Everybody Won Something

This method has tremendous potential to get you hundreds or even thousands of new subscribers in a very short period of time.

I covered contests thoroughly in My podcast <https://www.ScrewTheCommute.com/> You want to seek out Episode 46 about "Viral Marketing", and Episode 112 which was all about "Contests".

To get to a particular episode, you put the episode number at the end of the basic website as you see below.

<https://www.ScrewTheCommute.com/46> Viral Marketing

<https://www.ScrewTheCommute.com/112> Contests

No General Prizes

There are two important tips I want to give you here about contests. The first is that you should not give a "general"

prize like cash or an iPhone. The reason is that you will get lots of people joining your contest that don't care about you, your products and/or services, or even your niche. They will join, and whether they win or lose, they will unsubscribe immediately after your contest is over.

You want people interested in your products, services and niche, so your prize(s) should be designed to attract your target market.

Don't Break Any Laws

The next thing I want to warn you about is being cognizant of contest laws. You don't want to accidentally run a "lottery" and have the Feds coming after you. There are plenty of attorney websites that will give you a rundown of things to watch for. Just Google "Contest Law" and make sure you listen to those podcast episodes where I go into great depth on contests and other viral methods to get subscribers including quizzes.

Check out the quiz I have for my school:

<https://www.IMTCVA.org/quiz>

And I repeat. This is one of the best methods of getting hundreds or even thousands of subscribers fairly quickly.

I've got an inexpensive e-book that goes into great depth on contests and other viral method to promote yourself

<https://ScrewTheCommute.com/viral>

Start a YouTube Channel

YouTube is one of the largest search engines in the world. If you learn to optimize your channel properly and collaborate with other YouTubers you can build your channel for free. In some of your videos and all your video descriptions you can push your e-mail newsletter.

Discussion Boards and Forums

I've put this one in both the free and paid sections of this e-book. Discussion boards are where people congregate to discuss specific topics. You can't find more targeted people. See the full discussion below in the paid section.

The warning here for getting free subscribers from discussion boards is similar to Facebook groups where you aren't the admin. You will get kicked out if you come on too strong (or strong at all) promoting yourself.

Usually you can put what you do in your profile and some have brief signature files. Make sure you read their terms of service so you don't get kicked out of a group that's perfect for your niche.

Free Classified Ads

I'm not sure I'd waste too much time on this, but for certain niches you can grab subscribers off Craigslist.

Don't rely on this as your main source of traffic but it can bring you a few subscribers and local prospects.

PAID ADS

Co Registration

You don't see too much of this anymore, but if I ran into a legitimate place offering it, I would probably jump on it. Co Registration means that some other website is signing up e-mail subscribers. When someone opts in to the other website, they are offered an opt in to your list.

If someone also chooses to opt in to your list, maybe you pay the site hosting the opt in a certain amount of money. . . . In the early days, I paid between 15 and 25 cents per subscriber. This was a pretty good bargain since I had a good product mix that allowed me to monetize those subscribers.

Let me be clear. I haven't done this in a while and many of the co-registration sites are 8 or more years old. Here are some I located, but haven't vetted and have never used, but it appears to currently be doing co reg

<https://www.adquire.com/products/advertisers>

<http://tiburonmedia.com/coreg/>

Basically, you are considered an advertiser where your freebie/opt in etc. is put in front of targeted people in hopes they sign up. I don't know how much these people are charging, so tread lightly. They may be catering to large businesses and require a large amount of money to get started.

I read an old article about some of the perils of co registration and I think it's worth reading and understanding if you decide to try this. Like I said, I had great luck with it, but I haven't done it recently. Here's a link to the article and a brief excerpt:

<https://www.mediapost.com/publications/article/77357/what-are-co-registration-networks-hiding.html>

For advertisers:

- Make sure your co-registration offers are accurate. If you say you will send e-mail once a week, make sure these recipients don't end up on your daily list.
- Send the introductory e-mail as soon as possible. "Out of sight, out of mind" -- and people forget that they opted-in or will lose interest.
- Insist to the intermediary [co registration company] that the opt-in checkbox isn't pre-marked. If someone doesn't click a checkbox to say that they want to hear from you, then they probably don't want to hear from you. It's simply wasted money.

Note and Warning: The stuff about the checkbox just above is referred to as "Opt out" and is considered very bad form and spammy. It means that if a person doesn't "uncheck" a box, they are going to be subscribed to a list. It's very common that a person who had no intentions of being on a list, didn't notice the box and didn't know they had to uncheck it. Now they are on a list and as soon as you e-mail them, they feel like

they are getting spammed. This can hurt your reputation badly and get you kicked off your list management company and potentially even get your website shut down.

Solo Ads

A solo ad is basically where you pay somebody that has a responsive e-mail list to send your ad to a number of their subscribers in the hope that they will join your list and buy your products and services.

Some people will tell you that solo ads are dead and that they are saturated because people are selling ads to their list over and over again.

This is not the case. Solo ads are still one of the best ways to build and grow your list. You just have to be very careful and thoroughly check out the person offering you the ad.

Get referrals from at least five people who have used that list because some of the scumbags selling this stuff have buddies that will say it's great just to help their friend scam you.

Before you go out and spend big money on solo ads, you need to test your sales funnel to make sure it converts.

I buy small inexpensive ads first to see what happens. Sometimes you just have to test things out. When you're new, or when you are trying a new medium or list to advertise in, you have no idea how well it's going to work.

When you're advertising to a list for the first time, the list owner will frequently allow you to do a small test that shouldn't cost too much.

Another potential scam here is that the list owner sends your test to his/her most responsive list to make you think things are great. Then when you roll out a big campaign to the entire list, the response is pitiful.

With some compelling sales copy and the right, reputable list, you should be able to drive a number of visitors to your squeeze page who want to get their hands on your free report. You will want to track how

many people visit your squeeze page from your small ad test, and then you can determine how many have become subscribers.

You then follow them with tracking software also provided by <http://www.KickStartCart.com> to see how many from that ad bought your paid offer.

The results of the test give you a good idea of how much you can afford to pay for an ad if your goal is to at least break even.

If the numbers look good, you can go ahead and do a full ad to that e-mail list.

You can find solo ads by simply Googling that term and you'll have tons of lists to choose from. Just make sure the list makes sense for your topic.

Facebook, and Other Social Media Ads

I want you to know about this, but each social media platform could take an entire 8-hour course to show you how to use them. I can't give you that here. But what I can give you is a warning.

When advertising in large social media sites, you have to be really careful. Each of the ad platforms for all the social media sites can be extremely confusing. I would never suggest that you run ads in multiple places until you get lots of experience under your belt.

Literally I have put an ad in Facebook, and the next day, their very complicated ad manager changed significantly. It took me a long time to figure out the changes and I do this all the time.

Besides the complexity of the ad platforms, the costs can be large to the point you would never make a profit.

I'm certainly not trying to discourage you from ever advertising, because I depend on it now and believe in it. I just want to make sure you know how complicated it is and that you need to take it seriously and carefully.

I don't want to get a call that you lost a fortune because you made some simple mistake and the ad ran away with you.

The best bargain I know of is YouTube instream ads. These are the ads where you can click a skip button. I consistently get 2 cent to 4 cent views on major keywords that would cost me \$1.50 to \$5.50 per click on regular Google search.

Self-Financing Ads

There is one situation that you can strive for. Many marketers including myself will tell you that if you can place an ad and sell enough from the people that saw the ad to just break even,....you win.

You win because you got that new customer basically for free. You sold enough on the front end to pay for your ad. Now that person is in your database so you can sell other things to him/her over time and that's where your profit comes from.

Tons of Ad Platforms Have Opened Up

Google, Facebook and Twitter are only a small fraction of the available ad space online. Places like LinkedIn, SnapChat, Quora, TikTok, Taboola, Instagram and Outbrain all have potential to bring you subscribers depending on your topic and target audience. Almost all ad platforms give you some kind of "try us out" ad credits to help you get started. You might have to search around a bit for coupons.

LinkedIn <https://business.linkedin.com/marketing-solutions>,

SnapChat, <https://forbusiness.snapchat.com/>

Quora, <https://q.quoraforbusiness.com/business>

TikTok, https://ads.tiktok.com/?refer=tiktok_web

Taboola, <https://www.taboola.com/advertisers>

Instagram, <https://business.instagram.com/advertising/>

Outbrain, <https://www.outbrain.com/advertisers/>

Influencer Advertising

This is where you get shoutouts from industry influencers. This happens a lot on Instagram. Sometimes this costs as little as a few dollars and can mean a significant number of subscribers. The bigger name and bigger following the influencer has can run the costs up quickly. So, start small and see if you can convert the shoutout to actual subscribers.

Niche Websites and Forums

Almost any website in your niche that's not a direct competitor could be a place you could advertise. Many won't have easy to use ad creators so you'll have to make your own ad.

Before I would advertise, I would approach the site to see if they would place my ad on their site on an affiliate basis. You could tell them they could potentially earn way more money than if you just paid them for an ad.

You have a little dance to play here and so do they.

The website owner is thinking, "This person may not sell anything, and I won't get anything for my ad space. On the other hand, if they do great, I'll make a lot of extra money for a long time."

You are thinking, "If this site is a dud and doesn't bring me any customers, I don't want to pay for the ad space. On the other hand, if it's a great source of customers, I'll be paying them tons more money for the ad space and I'll have to pay them for a long time."

I can't tell you which way to go with this, but I can tell you it gets easier to make the decision when you have a proven offer. If you know you'll sell a lot, it's cheaper for you to just pay for the ad space and not to offer the affiliate deal.

Just search out websites that would make sense for you.

Discussion Boards / Forums

Discussion boards AKA forums are places where people congregate to discuss specific topics. You can find them on almost any topic. Super

large discussion boards like Reddit (which is another place to advertise, but the Reddit people will tear you up online if they don't like you. hahaha) cover an enormous number of topics called SubReddits.

Almost all discussion boards sell ad space. Again, most won't have easy ad creators. You'll have to do that yourself . . . but talk about targeted markets. You absolutely know for sure anyone participating in that discussion board is interested in the topic. It's the same with things like SubReddits at Reddit.

This means you will have no trouble targeting very specific people with your offer / opt in or whatever you want to promote.

Reddit <https://www.redditinc.com/advertising> (Be careful and get to know Reddit before you advertise in any SubReddits. The culture there is to eat their young hahaha if they don't like what you are doing.)

To find other discussion boards, just type in your topic and the words "discussion board" or "forum" after it.

Just to be stupid, I typed in to Google "Tin Soldier Discussion Board" thinking there can't be a discussion board about this dumb term. Hahaha

Check it out:

<https://www.waywordradio.org/discussion/topics/tin-soldier/> hahaha. I didn't see any ads or current posts there but for pretty much any kind of topic a lot of people would be interested in (which is the kind of niche you want) there are busy discussion boards.

One of my students is in to model trains. So, I did a search for "Model Train Discussion Board" There was more results than I could count.

Top of the list was

<https://www.modeltrainforum.com/> and yes, they were selling ads.

If you have a main topic, you probably should be visiting discussion boards in your niche anyway, even if you don't advertise. Get known on a big discussion board and you could get thousands of subscribers over time.

POP UP BOXES

This topic is so important, I thought I should give it its own section.

Whether you get annoyed with pop up boxes or not is irrelevant. It only matters that they work. DID YOU HEAR ME? ...THEY WORK!

You are doing yourself a disservice by ignoring that proven fact.

That doesn't mean you should be an idiot and use them in the most annoying fashion possible. Certainly, I don't want you to do that. But using them judiciously can increase your subscribers by an enormous amount.

Let me tell you of just one success story I've had with pop up boxes. Before I put a pop-up box on Antion.com I was signing up about 180 new subscribers per week. That's not enormous, but you have to consider the topic of Public Speaking is pretty much hated by everyone. Considering that, 180 subscribers a week was pretty good.

As soon as I put the pop-up box on there, immediately the subscribers when to over 400 per week.

Now that's impressive:

Take a look at it on the next page and then we'll discuss it:

You can be the hit of your next presentation!

Learn how to be Great at Public Speaking and get PAID for it too!

- Get your **FREE** newsletter with hundreds of "killer" tips and tricks
- A \$247.00 VALUE. 600+ pages of back issues **FREE** to you 5 minutes after you subscribe!

Name:

Email:

[More info?](#)

Instant Access

[Click here for more information](#) [Our Privacy Policy](#) We hate spam as much as you do.

Close X

Let's take a look at this pop-up box more closely and you'll see what I mean by getting serious about your list building and putting benefits near the sign-up area:

Let's count up the benefits in this small box:

1. You can be the hit of your next presentation
2. Learn how to be great at public speaking
3. Get paid for it
4. FREE newsletter
5. Hundreds of killer tips and tricks
6. It's valuable
7. 600+ pages of back issues FREE
8. You get all those back issues fast (5 minutes)
9. Instant access to the newsletter
10. We hate spam as much as you do
11. We have a privacy policy

Both the "More info?" and "Click here for more information" buttons take them to a complete sales page for the "Free" newsletter. THAT'S GETTING SERIOUS ABOUT LIST BUILDING.

Entry Pop Up Boxes

I don't want to get too much into the history of pop up boxes, but for a long time they could be blocked. Then entered the "Dynamic HTML" (DHTML) pop up box that's really not a box. What? It looks like a box.

In the old days, pop up boxes actually were a separate box. With DHTML it's actually a "dynamic" part of your webpage. That's why pop up blockers don't recognize it as a box so they have no reason to block it.

So, currently, and for a long time, DHTML pop up boxes are UNblockable on entry to a website.

These things can do all sorts of stuff. They can fly in from the left of the page, pause and fly out to the right or vice versa. They can travel with you as you scroll down a page. They can spin in starting very small and end up full size and readable when they stop.

It's pretty amazing what they can do to grab attention.

You can also set them so any particular visitor doesn't see the box . . . let's say more than three times. That's what I talked about above when I mentioned using them "judiciously".

You don't want a person to get hit with the pop-up box every time they go to a different page in your site. They would get annoyed quickly and probably leave and never come back.

Let's say they did leave. You can set the pop up so that if they come back within a certain number of days, they would not see the pop up again. If they came back after the number of days you set, they would see the pop up again.

You can put whatever you want in these entry pop up boxes, but, of course, for our purposes you want get the e-mail opt in.

Exit Pop Ups

Again, not to ride the history horse too much, but I used to make a fortune on exit pop ups. The favorite one I ever did was for my Wedding Toast and Speech e-books.

If someone left without buying, I would hit them with a pop up that said, "Tom is crazy. He's never even been married. How should he know how much a wedding book should cost? Go ahead and pick your price."

People would go ahead and buy at a lower cost. What did I care? It was digital. Whatever I got from them was better than nothing.

I used the same technique to offer a finance option on bigger ticket products. I love this one especially because people had already made a clear decision to leave without buying and I got them to buy. I'd rather have \$1200.00 from the customer over time than zero from that customer. Wouldn't you?

BOOM!

Browsers changed and started being able to block exit pop ups. That was one of the saddest periods of my life LOL

Years later some brilliant programmers figured out a way to read your "exit intent" i.e. when you moved your mouse toward the top of the page they could display a DHTML style pop up and we were off to the races again grabbing people as they tried to leave.

YAY! I was happy again.



RIP Exit PopUps

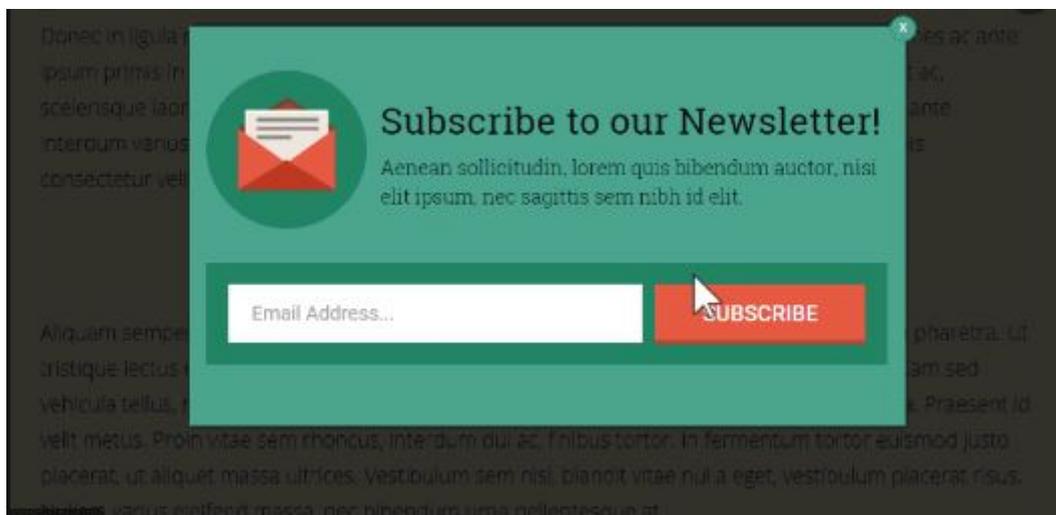


Yipee!
They're Back

Some pop-ups are behavior driven i.e. you have to do a certain thing on the website to trigger it. Some are delayed for a certain amount of time. You figure if someone has been on your page for that amount of time, they must be pretty interested and won't mind the pop up too much.

Lightboxes

A lightbox is a popup box that displays on the screen brightly and darkens everything behind it. You can still see the page behind it. This type of pop up box really commands attention.



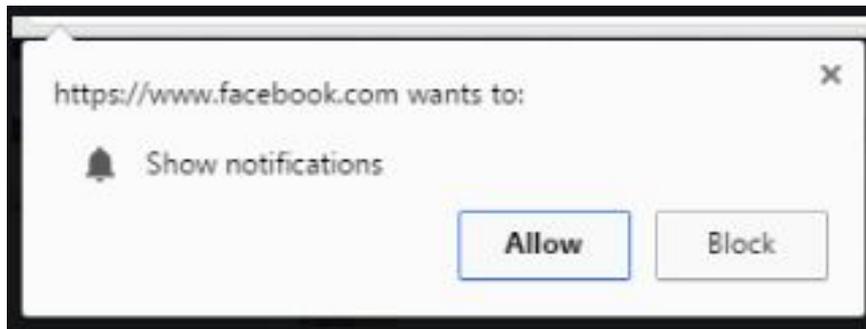
Notice how the page behind the lightbox is darkened. If you get one, this function is included in your Thrive account.

Push Marketing

Little pop up boxes that usually slide in from the right are called "Push" marketing. You typically have to allow the push. I'm sure you've seen little boxes that pop up at various websites that say "Allow" or "Decline/Block". These aren't e-mail related but you should know about them.

If you click "Allow", they can't be blocked by browsers or filtered because of the words that are in them like e-mails can.

They typically slide in at the bottom right of your screen like alerts from YouTube, Facebook and others where you have allowed these push notifications.



Clicking "Allow" means Facebook can push unblockable notifications right to your browser.

I found a fantastic and current article on pop ups at one of companies I deal with in an Etsy store.

<https://www.printful.com/blog/40-website-popup-ideas-to-steal-for-your-online-store/>

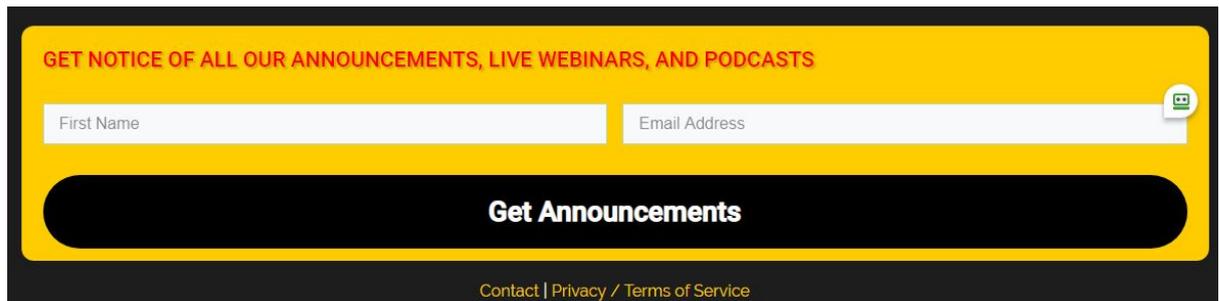
OK. I'm going to "pop" on out of this section and give you some more tips on list building.

OTHER TIPS ON LIST BUILDING

Please, please, please don't discount this section. Any one of the tips in this section can bring you at least hundreds or even thousands of extra subscribers.

- **Make sure your signup forms are prominent.** Whenever possible toward the top of the page which is called by an old newspaper term "Above the fold" and whenever possible on every page with the exception of sales letters.
- Also, experiment with horizontal bars at the bottom of the page to give the visitor a chance to get familiar with and enjoy your content before asking for the opt in, i.e. get used to testing different things that may work better for your visitors.

See a sample bottom bar on the next page:



Sample Bottom Bar from <https://www.ScrewTheCommute.com/>

- **Try putting a sign-up form in the middle of a blog posting.** People reading your post will definitely be exposed to your opt in form.
- **Use content lockers.** This is a technique where you provide great information to get people really interested in your content and then you offer some premium content that's locked until someone opts in (or you can have them share on social media) to unlock the premium content.

There's another way you can use content lockers. I did a "Top 15 Mistakes People Make on Their Websites" blog posting. I gave 14 of the 15 and put a content locker on the number one mistake. People have to share to get that mistake. If you want to check it out, here's the link:

<https://antion.com/blog/top-15-mistakes-people-make-on-their-websites/>

You can get content locker plugins for WordPress. The graphic below is the content locker at the bottom of my blog posting page.

The number one biggest mistake I see on websites is:

🔒 Click the Tweet or Facebook Share Button **IN THIS BOX** to unlock the number one biggest mistake people make on their websites. 🔒

After you share **RETURN HERE** to see the number one mistake people make on their websites.



Content Locker

- **Split test your opt in forms.** (You should actually be split testing about everything you do). Split testing is using more than one sign up form and testing which one gets the most people to sign up. This is yet another reason why <http://www.KickStartCart.com> is so popular. A split testing module is included with the cart.
- **“We hate spam as much as you do.” and a “Privacy Policy” link** are good things to put near opt in forms. They make people feel more comfortable about giving you their e-mail address.
- **Don’t ask for too much information.** The more items you ask someone to fill out in your opt in form, the less people that will fill it out. Sometimes companies that phone all new prospects purposely make it hard to fill out, to disqualify most people and hone in only on highly qualified prospects.
- **Give extra freebies.** Don’t hold back. You can surprise people on your incentive download page with extra freebies or maybe the same freebie in different formats. People like surprises and you are sending the message that you always provide more than you promise.
- **Freebies can be revenue sources.** One of my thank you/incentive download pages has a whole bunch of free training videos. Many of the videos teach you how to do something, but you can’t do what I’m showing you unless you buy the tool to do it through my affiliate link. This has meant enormous

amounts of money to me over the years.

- **Consider using horizontal “sticky” signup bars** that stay visible while the visitor scrolls through your content. This article is a few years old but it gives you six different services and plugins to put a sticky bar on your site.
<https://growtraffic.com/blog/2017/05/alternative-hello-bar-free>
- **Vault of subscriber only content.** Have a special place that has premium content only for people that subscribe.
- **Live video streaming.** You can stream live right from your cell phone or you can use more advanced services like Belive, Streamyard and wirecast to give great content events with incentives for people to go to your opt in page.
- **Give networking opportunities.** People love to network. Give networking opportunities as part of your subscription. This could be a private Facebook group, membership site or discussion board only for subscribers.
- **Hold business card drawings at speeches.** Give away one or more of your products as prizes. This has been a great way to get great subscribers for me over many years. You can't find a much better subscriber than someone that has seen you in person.

Are you speaking to a group that doesn't have business cards? No problem. You bring your own little sign up sheets and pass them out to the crowd. Just lay them out 4-up on a piece of paper and then cut them apart. Give one to each audience member.

- **Host your own Meetup group on your topic.** People have to sign up with their e-mail and Meetup.com even has its own e-mail broadcast system. You'll have a monthly fee to host a group.

BONUS 1 - Monetizing and Promoting Offers to Your List



Once you have built a list it's time to take a look at promoting offers to your list. This is not an entire e-mail marketing course, but you should be able to pull some serious bucks from this section.

There is no point building a list of subscribers if you aren't going to make offers to them on a regular basis.

This can be either:

Your own products or services

Or

Someone else's products or services where you earn a commission

Product creation is beyond the scope of this e-book, but I have lots of info on it and have taught several thousand people how to do it in my mentor program. <https://www.GreatInternetMarketingTraining.com>

Here are pertinent Podcast episodes about product creation:

<https://www.ScrewTheCommute.com/19> Products from Nothing

<https://www.ScrewTheCommute.com/55> Private Label Products

<https://www.ScrewTheCommute.com/70> E-Books

<https://www.ScrewTheCommute.com/196> Online Courses

<https://www.ScrewTheCommute.com/205> E-Courses

<https://www.ScrewTheCommute.com/304> Audio Products

Here are a couple on Affiliate Marketing:

<https://www.ScrewTheCommute.com/268> Affiliate Marketing

<https://www.ScrewTheCommute.com/271> Residual Affiliate Marketing

Yes, I darn well want you to create and promote you own products, but I've been around long enough to know many of you will just not do it. So, in this e-book I'm going to concentrate on promoting other people's products.

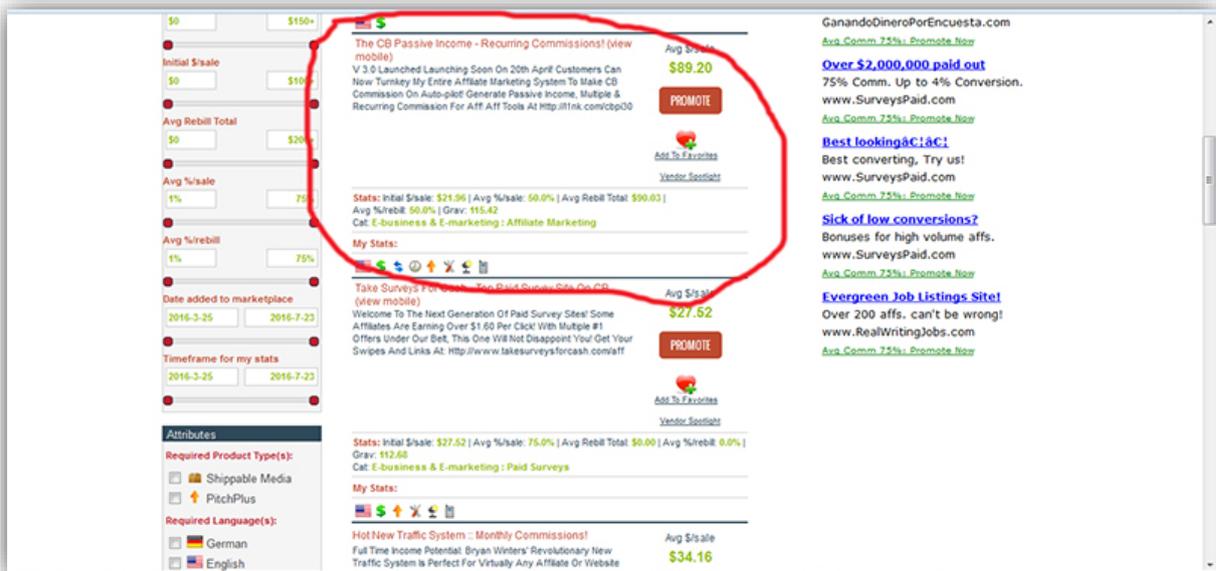
The Internet marketing world is blessed with a number of new products and services being launched every single day. You can become an affiliate for these product vendors and promote their products to your list.

Where to Find Affiliate Offers

Clickbank

One of the most well-respected affiliate marketplaces is <https://www.ClickBank.com> . They have many products available in all kinds of niches and becoming an affiliate is free and simple. You do not need approval from the product vendor to become an affiliate with Clickbank, and you will receive a check or direct deposit like clockwork every 15 days if you have made sales.

Once you have signed up as an affiliate go to the "Marketplace" and click on categories that fit your niche and you will see a screen like this:



The filter has been applied to display the products by “Gravity”. There is no exact explanation for Gravity from Clickbank, but it is related to the number of sales by the greatest number of affiliates. In other words, the product is selling!

The second product “The CB Passive Income” looks interesting. It pays \$21.96 on average per sale, has an average re-bill amount of \$90.03 (recurring commissions) and a gravity of over 115.

The next thing to do is check out the sales page to see if it looks professional and will convert visitors. If the page looks good, awesome, but I’m still not going to promote it until one more critical step is done.

I’m going to buy the product myself. I can usually get away with using my own affiliate link (some products don’t allow that, but I personally have never had a problem with doing it.) So, if it’s a \$17.00 product, I end up paying \$8.50 or so once I get my affiliate commission back. Those are pretty close numbers although there are some tiny fees involved.

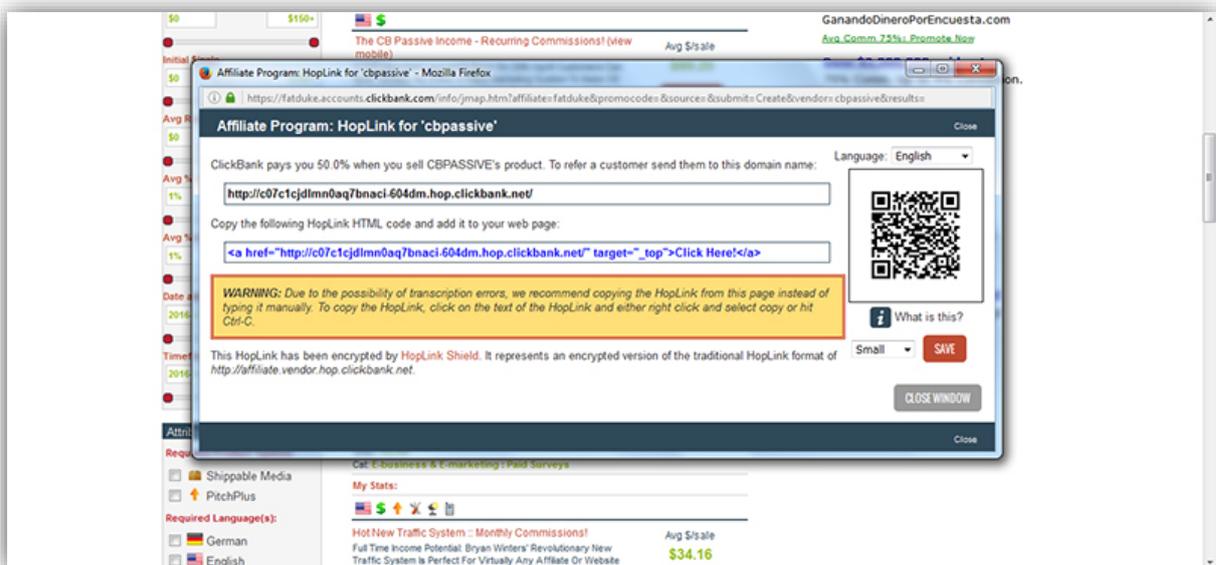
Why do I do this? I sure as heck don’t want to promote something that’s no good and then people will get mad at me and not trust me anymore. I’ve even had a product where I waited too long to promote it after I bought it and a bunch of the links to bonuses and stuff were broken and people complained to me.

I've got good rapport with many of my customers so at least they complained so that I could make it right for them and help them get a refund. But my mistake was waiting too long from the time I reviewed the product until the time I promoted it. Don't make that mistake.

You will need a special link to promote a product so the sale can be tracked to you and you get your commission. Just click on the "PROMOTE" button and you'll be able to automatically grab your affiliate link or you can grab the generic link they give you and you put in your nickname prior to promoting the link.

Your nickname is something you chose at registration. Mine is "powertips". You can make up just about anything you want as long as someone else doesn't have it.

Once you hit "PROMOTE" You will then be asked to enter your "nickname" and then this screen will appear:



All you need to do is copy the link and then you can use it to promote the product.

Clickbank is an excellent company that always pays their affiliates on time and signing up to be an affiliate is very easy.

JVZoo

Jvzoo.com is a relatively new player and they are mostly in the marketing arena. If you want lots of diversity in all kinds of fields, you'll have better luck at ClickBank.

I feel the reason JVZoo rose to prominence so quickly is because of one thing....well maybe one and a half things.

If you qualify, as soon as you make a sale, you get paid instantly into your PayPal account. This is a big deal. I've been in this game a long time and I still hate waiting for my commissions.

The other thing that 's more from a customer's point of view is that everything you ever buy from JVZoo is there waiting for you all in one place.

I've bought tons of stuff from ClickBank over the years and the log in pages for my stuff are all over the place. Luckily, I use Roboform to keep track of all my passwords and other stuff. It's free or cheap and I highly recommend it.

Read about Roboform at <https://www.ScrewTheCommute.com/roboform>

Anyway, JVZoo is a good site with lots of products,

Once you have signed up for your free account you can go to the "Marketplace" and select "Best Sellers".

You will then be presented with a page that shows today's best sellers, yesterday's best sellers, the last week's best sellers and the last month's best sellers:

Recent Best Sellers: [Today](#), [Past 7 Days](#), [Past 30 Days](#) Quick Links: [Clear Filters](#), [Order by Launch Date](#)

Showing 1 - 25 of 51838 1 2 3 Next Last

Product Title	Promote	Launched	Sold	Conv	EPC	Avn Price	Comm	Refund
<p>Get your product the exposure you want it to have! Advertise with Us - Click Now! Your Product Could Be Here!</p>								
ProThomas Add On Membership - VideoMakerFX by: Peter Roszak	REQUEST	05/05/2014	67,000+	14.99%	\$3.01	\$20.10	50%	1.85%
	Sales Funnel		105,000+	13.12%	\$4.06	\$30.92	N/A	2.87%
VideoMakerFX - Video Creation Software by: Peter Roszak	REQUEST	05/05/2014	31,500+	3.96%	\$2.04	\$51.63	60%	4.62%
	Sales Funnel		105,000+	13.12%	\$4.06	\$30.92	N/A	2.87%
Easy Sketch Pro Business by: Paul Lynch	REQUEST	06/01/2014	22,500+	11.00%	\$3.17	\$28.80	50%	3.42%
	Sales Funnel		42,500+	20.35%	\$6.81	\$33.48	N/A	3.52%
HQ Biz In a Box Monthly by: Dr. Amit Pareek (Saglus Limited)	REQUEST	06/20/2013	19,000+	8.70%	\$1.93	\$22.21	30%	2.12%
	Sales Funnel		3,000+	7.46%	\$1.36	\$18.23	N/A	2.51%
Explaindio Video Creator by: Andrew Darius - Explaindio LLC	REQUEST	11/11/2014	17,000+	4.10%	\$1.65	\$40.29	50%	4.95%
	Sales Funnel		35,500+	8.10%	\$2.86	\$35.34	N/A	4.45%
Explaindio Designers Club (Commercial Rights) by: Andrew Darius - Explaindio LLC	REQUEST	11/11/2014	14,000+	49.56%	\$8.65	\$17.45	50%	0.55%

Let's check out the affiliate details for the "VideoMakerFX – Video Creation Software" by clicking on the "Affiliate Details" link next to it:

Home > Affiliates > VideoMakerFX - Video Creation Software - Affiliate Marketplace

Product: VideoMakerFX - Video Creation Software [SEE THE SALESPAGE](#)

SALE PRICE: **\$67.00**

COMMISSION: **60%**

Sales Funnel: The product is part of a sales funnel which includes up to 3 other products.

AFFILIATE CONTEST: [SEE THE AFFILIATE CONTEST](#)

Vendor: **Peter Roszak** [VIEW PROFILE](#)

Request Permission

Fill out the form below to request permission to promote this product.

From Peter Roszak:
New Affiliate With Under 25 JVZoo Sales? Please fill out this application form in full: [New Affiliate Application](#). Please inform me on how you intend to promote this awesome new software.

I have read (and followed any instructions in) the vendor's message above.

(255 characters max.) 255 remaining

[REQUEST AFFILIATE APPROVAL](#)

[AFFILIATE JVZIPN INTEGRATION](#)

[ADD BONUS](#)

From here you can see that it pays 60% commission on a sale price of \$67, you can view the sales page and the vendor has requested that you contact them seeking approval to be an affiliate. You will not always get

accepted. When you make an application explain that you have an existing list of XXXX subscribers and are regularly building this list.

Most of the vendors will approve you on this basis.

People that launch products on JVZoo and Clickbank often have upsells (one time offers AKA OTO) and in some cases you can make commissions on these as well. Check the affiliate details to be sure of this.

Warrior Plus

This is good place to look for marketing type offers. (Again, ClickBank is the place to go to find all kinds of products in all kinds of niches.) Like JVZoo it is free to become an affiliate and you need to request approval from the vendor to promote their products.

If you tell them that you are building a list and growing it, that is normally enough to get approved. The good thing about Warrior Plus is that a lot of the offers are tied to Warrior Forum Deals.

This is good because any potential purchaser can read the positive reviews about the product in the thread before making a purchase.

Commissions are paid directly into your PayPal account. Sign up for a Warrior Plus account and then click “Affiliates” and “get offers” to arrive at a page like this:

Product / Vendor	Launch Date	Sales	Conv. Rate	Visitor Value	Avg. Sale	Comm. Rate	Refund Rate	♥?
Want more exposure for your affiliate offer? Advertise here >								
Elite Money Machines vickybabe	2016-07-07	2000+	12%	\$1.84	\$15.35	5%	77.36	Request
FB Traffic Enigma artflair	2016-07-17	1000+	9%	\$1.05	\$11.66	1%	72.98	Request
Pool Side Profits Bill Hugall	2016-07-20	1000+	12%	\$1.99	\$16.56	2%	68.03	Request
Live Event Blaster Vlad-Stoica	2016-07-15	1000+	11%	\$4.38	\$39.77	3%	56.37	Request
Commission Ultimatum jasonwebmedia	2016-07-21	250+	10%	\$1.00	\$10.01	1%	55.57	Request
Flipp Me	2016-06-10	5000+	14%	\$1.90	\$13.60	9%	54.17	Request

You can sort this page by the number of sales, commission payout, value per visitor etc. As always you should check the affiliate details and the sales page before making a decision to request approval. If you are happy to promote the product, then make the request by clicking the blue “Request” button on the right-hand side.

Reminder: all these sites have both great products and crappy products. Buy the product first before promoting.

Note: Once you get known as a great affiliate, you won’t have to do this. People will be begging you to look at and promote their products and you won’t have to buy them anymore.

Other Products

In your online journey you are bound to run across products, both digital and physical, that you really love and would like to promote. Clickbank, JVZoo and the Warrior Forum are not the only games in town.Not by a long shot.

Any company can have their own affiliate program they operate themselves. I have my own and if you had <http://www.KickStartCart.com> you would have your own too. The pro version of the cart has its own affiliate tracking module so you can have an army of people promoting

and selling your stuff on a commission only basis. Listen to the affiliate podcasts for more details and also the one on shopping carts.

<https://www.ScrewTheCommute.com/268> Affiliate Marketing

<https://www.ScrewTheCommute.com/271> Residual Affiliate Marketing

<https://www.ScrewTheCommute.com/10> Shopping Carts

When you see a product you like, look around at the bottom of the site and see if you see a link that says something like “Make Money with Our Site” or “Affiliates” or “Associates” or “Referral Program”.

If you see one of those, click on it and they will tell you all the details of their program. It never costs anything for you to join someone else’s affiliate program.

Many will ask you how you plan to promote their products because they don’t want you spamming everyone and giving them a bad name. Most will ban you and keep your commissions if you are caught spamming.

If you don’t see any of those links, it doesn’t necessarily mean they don’t have an affiliate program. They might just want to be more selective in who they allow to become affiliates and don’t want it open to anybody who just happens on their website.

If you are really interested in promoting them, contact them through their contact form or e-mail and ask if they have a program.

Product Launch JVs

Another way to promote other people’s products and make good money is to be an affiliate for a new product that is being launched.

You can find out about these product launches by using websites such as <http://muncheye.com> that has information about many product launches coming up. They are mostly marketing product type launches.

When you participate in a big launch most people create a unique bonus pack that is related to the product and that can only be claimed if your subscriber buys through your affiliate link.

Sell Solo Ads

You can start selling solo ads to other marketers. Here you will sell guaranteed clicks for a set price. You always need to vet the ads that people send you. You don't want to promote anything illegal, or things that would make lots of your subscribers unsubscribe.

As you get more experience with sales copy <https://www.CopyWriting901.com> you can suggest tweaks to the ads so that the click will be more likely.

Some solo ad sellers insist on writing the ads themselves. It's up to you.

In the Internet marketing niche clicks sell for around 35 cents to over a dollar. When you are just starting out it is best to start at the lower end to build up your business.

You can increase your prices once you have proven that you are a quality seller.

You can market your solo ad business on the Warrior Forum, and on Facebook and other social media sites.

There is always good demand for solo ads, and if you become a high-quality solo ad seller you will make a lot of money.

If you don't want to fool around with counting clicks, you can just sell the ad for a flat fee and run it.

Coaching / Mentoring

You have probably spent a lot of time, money and effort learning and maybe working in your niche. Why not teach others how to succeed in your field of expertise? You can promote one-on-one coaching or group coaching to your list and give them a subscriber discount.

I actually prefer the term "Mentor" rather than "coach". It seems that every lowlife on earth that never did anything with their life, wants to be your life coach.

I don't mean to step on the toes of any really professional coaches out there. I just think the term "coaching" has been bastardized by those who are trying to make a quick buck off unsuspecting people who are just trying to improve themselves.

I have a complete intensive course "How to Start and Run a Profitable and Lucrative Mentor Program"

<https://screwthecommute.com/mentortraining/>

High Ticket Courses

You could create a high-ticket course teaching people how to make a lot of money online.

It's not unheard of for high ticket courses to range from \$500 to eye watering amounts of \$2000, \$3000 and even \$5000 per course. The entry fee to my mentor program is currently \$7995 with \$50K in commissions as I help you start and run your online business.

It's the only program of its kind. People at my level are trying to charge \$50K or even \$100K up front to teach marketing to small businesspeople. I know a lot of these people. You give them \$50K or more up front and you'd be chasing them around Mexico trying to get them to actually give you the training they promised.

I turned the Internet Marketing "Guru" world on its head over 20 years ago when I charged a relatively low entry fee (which we even finance for you over a year) and I don't get my \$50K unless you profit \$200K. It's based on commissions of what I taught you and you implemented.

With that method people knew I wouldn't disappear on them or I'd never get my \$50K. Well 20 years and 1700 students later the program is still going strong. It's got tons of unique features I won't bore you with here, but if you're totally serious that you want an online business., I'm the guy. Check out all the details at

<https://www.GreatInternetMarketingTraining.com>

Anyway, coaches offer their services based on their reputation, and students gladly pay these amounts to learn from them.

There are many people who have had a lot of success with coaching/mentoring and they had very small lists. With this approach I'm sure you can see the earnings potential.

People will pay for individual attention and coaching/mentoring and if you can create an "experience" for them they can't get anywhere else, you can earn even more. My program is based on that concept. I have features in the program you simply can't get anywhere else.

Conclusion:

Conclusion

I trust this guide has given you everything you need to get started on your journey to building your own big and lucrative list.

You literally have everything laid out for you, so make the decision to read this guide again and hone in on the action steps you want to take immediately.

Remember to take only a single step at a time and do it correctly before you move to the next step. Before you know it, you'll have achieved something you never thought you could.

My e-mail list has brought me riches and a lifestyle that people only dream about. I'm not a dreamer though. I got here by being a doer. I've laid out what you need to do here and now YOU need to do it.

If you want my help, join my mentor program and you'll make progress so fast your head will swim.

<https://www.GreatInternetMarketingTraining.com>

Questions or comments reach me at:

orders@antion.com or on my cell at 301-346-7403 (it's best to text first because I get so many robocalls, I hardly answer the cell anymore.)

Below are a bunch of resources and training I have available and after that I have your sample Whitelisting instructions. You want to make sure that your e-mails don't end up in spam filters and Gmail promotions filters.

Tom Antion Resources:

<https://www.Antion.com> – Original Website from 1994

<https://www.ScrewTheCommute.com/resources> Leads to lots of free and paid stuff

<https://www.TomAntionWebinars.com> Replays of fantastic FREE Webinars

<https://www.GreatInternetMarketingTraining.com> My world-famous mentor program that gives more value than any training program in the world on the topic of online and digital marketing.

<http://www.AmazingPublicSpeaking.com> – 475 Training Videos on Public and Professional Speaking

<http://www.CopyWriting901.com> – The Number One Business Skill I Have Ever Acquired

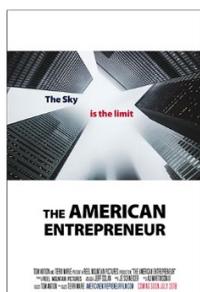
<https://www.BrutalSelfDefense.com> Learn to Stay Safe in an Increasingly Dangerous World

<https://www.ProtectionDogsElite.com> Dogs that will sacrifice their lives to protect you and your family.

<https://www.IMTCVA.org> – Distance Learning School Certified to Operate by State Council on Higher Education in Virginia SCHEV

<https://www.ScrewTheCommute.com> – Entrepreneurial Podcast

<https://www.Facebook.com/AmericanEntrepreneurFilm> Hollywood documentary trailer about Tom (Please watch the trailer, like the page and leave a comment)



Bonus 2 – White-listing Instructions for your website

Whitelist Instructions for Various E-mail Providers (Make sure to check each one once in a while whenever possible to see if any changes are needed by the time you read this. I suggest putting this on your website with an easy to remember link like I have.)

<https://www.ScrewTheCommute.com/whitelist>

AOL Mail

1. Click Contacts in the right toolbar.
2. Click Add Contact.
3. Enter [wle-mail] and additional information if you wish.
4. Click Add Contact button in the popup to finish.

Comcast

1. Click Preferences from the menu.
2. Click Restrict Incoming E-mail.
3. Click Yes to Enable E-mail Controls.
4. Click Allow e-mail from addresses listed below.
5. Enter [wle-mail] you want to whitelist.
6. Click Add.
7. Click Update to finish.

Earthlink

1. Click Address Book.
2. Click Add Contact.
4. Save WhatCounts as a contact.
5. Click save.

How to set up Gmail.

Gmail

1. Open an e-mail from the sender that you want to whitelist.
2. Click on the little down-pointing-triangle-arrow next to “reply.”
3. Click Add [wle-mail] to contacts list to finish.

Apple Mail

1. Click [wle-mail] in the header of the message you’re viewing.
2. Click Add to finish.

NetZero

1. Click the Address Book tab on the top menu bar.
2. Click Contacts.
3. Click Add Contact.
4. Enter [wle-mail] and additional information if you wish.
5. Click Save to finish.

Yahoo! Mail

1. Open the e-mail message from the sender you want to add to your address book.
2. Click Add to contacts next to [wle-mail].
3. On the Add Contact popup, add additional information if needed.
4. Click Save to finish.

Windows Live Hotmail

1. Open an e-mail from the sender that you want to whitelist.
2. Click Add to contacts next to [wle-mail] to finish.

Microsoft Outlook 2003

1. Open the e-mail message from the sender you want to add to your address book.

2. Right-click Click here to download images in the gray bar at the top of the message.
3. Click Add Sender to Senders Safe List to finish.

Outlook 2007

1. Right-click on the e-mail you received (in the list of e-mails).
2. Click Junk E-mail.
3. Click Add Sender to Safe Senders List to finish.

Set up Microsoft Outlook.

Outlook 2010

1. Click the Home tab.
2. Click Junk.
3. Click Junk E-mail Options.
4. Click Safe Senders.
5. Click Add.
6. Enter [wle-mail] and additional information if you wish.
7. Click OK to finish.

Mac Mail

1. Click Address Book.
2. Click File.
3. Click New Card.
4. Enter [wle-mail] and additional information if you wish. .
5. Click Edit to finish

Mozilla Thunderbird for PC

1. Click Address Book.
2. Make sure Personal Address Book is highlighted.

3. Click New Card. This will launch a New Card window that has 3 tabs: Contact, Address & Other.
4. Under Contact, enter [wle-mail] and additional information if you wish.
5. Click OK to finish.

[Mozilla Thunderbird for Mac](#)

1. Click Address Book.
2. Make sure Personal Address Book is highlighted.
3. Click New Card. This will launch a New Card window that has 3 tabs: Contact, Address & Other.
4. Under Contact, enter [wle-mail] and additional information if you wish.
5. Click OK to finish

[Setting it up in Apple.](#)

iOS Devices – iPad, iPhone, iPod Touch 1. On any message, tap the sender and add to either a new contact or an existing contact.

About the Author

Tom Antion has been selling on the commercial Internet since there was a commercial Internet circa 1994. He made nothing for the first two years as it was the “Wild West” and no one knew what was going on.



In 1996 he got good training and by the year 2000 he was an Internet Multi-Millionaire which he still is today.

Tom has made his living online by persistently and consistently selling good quality products at a reasonable price and servicing the customer after the sale.

Tom is no Flash in the Pan. He’s been in business formally for over 43 years with 26 of it being online and he continues to sell his own products and services along with training others to do the same.

His distance learning school is the only licensed, dedicated, Internet Marketing school in the country. <https://www.IMTCVA.org>

Tom was honored to have a Hollywood documentary done about his life called “The American Entrepreneur”

Visit <https://www.Facebook.com/AmericanEntrepreneurFilm>

