

Build And Grow Your List Fast

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[CB Passive Income](#)

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The goal of this training is to help you build a list and make money at the same time by setting up a simple instant monetization method!

In this report, you'll be given the *proven system* and all the tools and resources to make it work. So if you *really* want to be successful, please follow every step carefully.

If you take immediate action on everything taught in this report, you can have this entire system set up and ready to make money by tomorrow night.

So just do it, take action, okay? 😊

To your success!

Patric Chan

How It Works:

Rhetorical question: if you could earn \$2 for every \$1 you invest, how much money would you invest?

The problem: a lot of marketers will tell you to just put up an optin page with some PLR freebie and buy some solo ads to build a list. That's not only *bad advice*; it's a sure path to failure.

In case you're a newbie, these are the explanation of the terms above:

1. Opt-in Page – This is a simple webpage where it gets the visitor to subscribe into your list. An example would like www.oqmhandbook.com.
2. PLR – It means private label rights. There are info-products available on the internet that comes with PLR, which allows you to “re-use” them as your own products.
3. Solo Ad – There are list owners who will allow you to advertise to their subscribers. When you do that, you're buying solo ads from them.

Before you even think about driving traffic, **you need to have a sales funnel in place that will pay for your list-building costs or even make a profit.**

For example, if you spend \$100 to buy 250 clicks, you would want your sales funnel to make at least \$100 back, so you're effectively building your list for free.

And if your squeeze page converts at 40% you'll also get 100 new subscribers on your list and the money you'll make from those subscribers is pure profit.

Think about this...

If you can build a sales funnel that consistently generates \$1 per click, you can pay 50 cents per click and make money while building your list at the same time!

Once you have a basic funnel set up, you can test and tweak it to increase your profits. You can split test your opt-in page to increase conversions and get more subscribers from the same amount of traffic. You can try different offers, different sources of traffic, and improve your followup sequence.

And remember, once you get them on your list, you can send promotions for other products and services.

This is the ultimate list-building system because you get instant traffic you get to build a list for free!

Now I'm going to walk you through the steps to set up what I call an "Affiliate Sales Funnel" consisting of...

- A high-converting affiliate offer
- A squeeze page with a quality, free offer

- A download page with related offers
- A followup sequence with quality content and offers

And the cool thing is... You can use this system to build a list in almost any niche you choose.

Let's get started...

Step One: Find Products to Promote

This part is easy. Just head over to www.ClickBank.com and find 3 or more offers related to list building or making money online with over 100 Gravity. With high gravity, you can determine that this product has been proven to sell well from other affiliate promotions. One of the most best-selling ClickBank affiliate program is:

<http://cbpassiveincome30.com/affiliateprogram/>

Step Two: Create And Upload Your Free Report

Now it's time to create our first product to give away on our optin page (we'll get to it in a moment) – If you're worried about this part – don't sweat it. I'm going to show you how super easy it is to create reports that will stand you in good stead for many years to come.

It's very important to create valuable content.

A quality report is a CRITICAL component of making the system work.

These are the templates I suggest you work off... bare with me as I walk you through the concept of just "three" template headlines – we'll knock out a few more in a moment...

Headline/Report Templates:

1) The 7 Steps Needed To_____ (fill in the blank with your niche)

Example: The 7 Steps Needed To Make Your First Online Sale

2) The 3 Keys To_____ (fill in the blank with your niche)

Example: The 3 Keys to Get Free Traffic

3) The 5 Things You Need To Know_____ (fill in blank with your niche)

Example: The 5 Things You Need To Know Before Running a Facebook Ad

As you can see from the 3 headline templates above – you can substitute the “blank space” for any niche out there. All you have to do is play around with them a little. Can you see how easy it will be now to research a little on your niche and create a report based around the headline templates?

The best way to resource for content ideas is none other than Amazon.com.

Amazon gives us the option to look inside the first few pages of the books for free. So, we take a look inside a handful of these books and pick out some more juicy tips - we can now go back to Google and type in each headline separately – find a quality article on that headline and take down a few notes.

After 10 – 15 minutes of sifting through the content inside the books on Amazon, we’ll have enough ideas to get a basis of what content to put into our reports.

You don’t need to rewrite the whole article – a couple of paragraphs for each of the 7 steps are more than sufficient. Writing a 10 page report for your freebie is a good standard to stick with – but make sure your report is of a high quality and the information is accurate (not misleading)

Another option would be to take a look at the “negative” reviews left on Amazon for the books related to your niche. Negative reviews are a very powerful way to find out what people really want – and what’s not being covered by experts in their field.

If you can’t write, then just go to Odesk, iwriter or elance.com and get a writer to write these “articles”. You can get some really good reports written on these sites for dirt cheap.

Step Three: Set Up Your Squeeze Page

Below is a squeeze page example. Feel free to copy it and create your own design.



The image shows a screenshot of a squeeze page. At the top, there is a light blue banner with the text "Attention! This Offer May Be Removed At Anytime...". Below this is a large, bold headline in black and red: "FREE! Brand *NEW* Report Reveals How to Generate 100 Leads Every Day for Free!". Underneath the headline is a question: "Where can I send your free, list-building report?". Below the question is a text input field with the placeholder text "Enter Your Email Address..." and a small envelope icon on the right. At the bottom of the form is a large, yellow button with the text "Download Now" in black.

If you’re looking for a tool to create a squeeze page or webpage, you can consider using [List Lead Pro](#).

Tip: omitting the name field from your optin form will boost conversions by around 10%.

Your first step in building a big list is creating a lead-pulling squeeze page.

To do that, you need the following elements:

- 1) A headline with a big benefit that also (preferably) arouses the reader's curiosity.
- 2) Body copy and a list of benefits that gives the reader a strong reason why they should join your list.
- 3) A strong call to action.

Let's look at each of these separately...

1) A Compelling Headline

Your headline is the most important part of your entire squeeze page. That's because if the headline doesn't do its job – which is to get the prospect to read the rest of your copy – then your entire squeeze page might as well not even exist.

Too often, marketers make the mistake of trying to sell their products, services and even free newsletter subscriptions in the headline. Don't even attempt it... you don't have enough room to do that anyway.

Instead, tempt your prospects with a compelling benefit and arouse curiosity in an effort to make them keep reading. Grab them by the shirt collar and drag them into their copy. If your headline "sucks" them into the rest of your copy, you'll have

plenty of time to use your best persuasion tactics to get their subscription.

Example: “Discover FOR FREE How a 45 Year Old Waitress Make Money Online Using Instagram... And How YOU Can Too!”

This example includes a benefit and uses the word “free” (which is a trigger word, and arouses curiosity).

2) Reason-Why Copy and Benefit List

Once you’ve pulled your prospect into your copy, then you need to sell them on joining your list. That means giving them strong reasons why they should join, with a strong emphasis on a bulleted benefit list that catches the eye.

Think of your bulleted benefits like mini-headlines: Each of them should promise a benefit and, preferably, arouse curiosity.

3) A Strong Call to Action

Finally, your squeeze page should end with a strong call to action. This is where you specifically tell your prospects exactly what you want them to.

Common sense suggests that if you have a strong headline and strong, benefit-laden copy, then prospects would be

eager to join your list – and they’d know exactly what to do. But tests have also repeatedly proven that telling prospects EXACTLY what to do increases your conversion rate.

Example: “Fill in your first name and email address below and click “submit” to join get your free traffic generation report now!”

Create a Freebie to Encourage Prospects to Join Your List

What sort of freebie might you offer?

The answer rests with your target market: **What do THEY want?**

- What sort of problem do they have that you can solve?
- What sort of information are they desperate to get their hands on?

You see, just because you’re offering a freebie doesn’t mean the value of the product should be low.

Quite the opposite.

Instead, you should be offering high quality content – something you could sell for at least \$20. That way people will say, “look at what he’s offering for free – just imagine what his paid products must be like!”

Managing Your Subscribers:

Once they have subscribed into your mailing list, you'll need to use an autoresponder to manage it. These are some autoresponder services that you can use:

Aweber

GetResponse

MailChimp

Each of the autoresponders will have their own tutorials to guide you. I hope you understand this is not a "tutorial" report, so we won't be adding the technical steps here.

Step Three: Set Up Your Download Page

Your new subscriber will have to check their email to get the link to your download page, which is a great place to promote other products. Here's an example:

THANK YOU!

Congratulations for requesting your copy of the free gift. Please check your email for the login instructions. If you still haven't received it after 5 minutes, please contact us straight away at www.helpdeskcare.com.

"Here's Your Opportunity to CLONE a Super Affiliate's Entire Internet Business System Today!"



[Click Here Now!](#)

The best time to present an offer is right after your prospect has taken action and shown interest in your offer.

A Cool Promotion Trick: Write Case Studies Showing How You've Achieved Results Using the Product

People are looking for social proof.

They want to see that other people have used and benefited from the product.

But here's the thing – most of the social proof your prospects see is absolutely lame. They'll see a review for a diet book that says, "Fast read! I love this stuff!" They'll excitedly read one affiliate's opinion on an affiliate marketing book only to find it says, "WOW! This is truly amazing! I know I'll make a gazillion dollars with these tips!"

Your prospects AREN'T looking for a thriller (otherwise they'd be reading Steven King). They aren't looking for theory. Instead –

They [your prospects] are looking for real proof that the product/service does what it's advertised to do.

That's where your case study comes in.

Instead of just writing a review that reads like an 8th grade book report, you use the product and report your results. And you back up your case study with other forms of proof whenever possible, such as before and after pictures, videos, screenshots, etc.

Examples:

If you're creating a case study for [CB Passive Income](#), give a week-by-week account of exactly how many new leads you've generated or even commissions you've made by using the system, the strengths of the product and the product flaws. Be sure to post before and after pictures and measurements.

Remember, the more specific your case study, the more credible it will be – and the more money you'll make in affiliate commissions!

Tip: The way how you can do it really well is by offering additional bonuses like what we did to promote an affiliate offer.

You can see an example at:

<http://operationquickmoney.com/thankyou.htm>

Step Four: Add Followups to Your Autoresponder

Once you have the lead generation system in place, it's time to load your autoresponder with a series of email messages that will be sent automatically to your new subscribers.

The first message is sent immediately after a visitor subscribes. This is a good time to start building a relationship with your new subscriber.

Thank them for requesting your free gift and give them a link to the download page. And then tell them a little about yourself, how

you got started in this business, and what they can expect from you in the future. Give them a reason to stay on your list.

Tip: If you've had success with the product you are promoting, let them know by telling your story. Include a testimonial or endorsement for the affiliate product.

The next message should be queued for the following day. Ask if they got a chance to read the report and what they thought of it. Include a tip, a benefit, or something you learned from the product you're promoting at the close of the message.

Tip: To get messages opened, use short subject lines that create curiosity like "How To..."

The third message should go out within the next 2 days. This should be another tip or method that you learned from the product you're selling. And then give them a link to buy.

Two days later, you could send a second free gift that's related to another affiliate offer and then repeat the process.

You can add more followups over time until you have at least 30 days of moneymaking content being sent automatically!

INSTANT MONETIZATION:

So far, I've explained to you about making sales through your follow up email. But as your list gets bigger, you can also be sending out a "broadcast" email to the entire list. I call this, "instant monetization".

Because if you build a good list and send them an offer that is valuable to them, it's bound to have some of the buying it. Get this – the bigger your list is, the more sales you can expect to get.

At the same time, keep in mind the key to success in conversions with email marketing is to insure your emails are opened, and in order to keep them opening your emails, they must find them worthwhile. Avoid any "pitch-only" messages; always include something of value – advice, tips, links to resources, etc., and if appropriate, 'set up' the next open with a positive or anticipatory mention of what's to come.

Remember also that people are bombarded more and more every day with emails, so you need to make sure yours stand out. Experiment with headlines. While it is usually helpful to have some mention of what the email is – after all, you already know their interest is there since they signed up in the first place – you may find that, depending on the niche, 'getting through the clutter' requires louder, more creative subject lines.

Once you have your sales funnel set up, it's time to start driving TRAFFIC!

How to Get Traffic And Build 100 Subscribers Per Day

In the next section, I'm going to show you how to add 100+ subscribers to your list every single day. But first, you'll need to build up an initial seed list of around 500 subscribers.

Once you have 500+ subscribers, you can use that list as leverage to build your list faster using the combined power of ad swaps, funnel swaps, and solo ads.

If your squeeze page converts at 40% you'll need about 1,000 visitors, to reach your goal of 200 subscribers. That's enough to get the ball rolling. But to be safe, consider to get about 2,000 visitors because if you're a newbie, you may not have the skill to create an optin page with such a high conversion of 40%.

To get 1,000 visitors, you'll need to spend between \$300 and \$500 on solo ads.

The quickest way (and most convenient too) to buy solo ads is by going to a site called, Udimi.com.

Usually, prices vary from 36 to 50 cents per click.

The cool part about Udimi is it has built-in fraud protection so you only get quality traffic. You can read more about the filtering system [here](#).

But when buying solo ads, it's VERY IMPORTANT that you will review the percentage of traffic that comes from top-tier countries, the percentage of people who are using a home computer, and the percentage of people using a mobile device.

Click "Buy Solo" to submit your email swipe and select the number of clicks you want to buy (I usually start with 200).

Tip: to increase your opt-in rate, be very specific in your email copy so only people who are genuinely interested in your offer will click. Longer copy is better because the reader has to consume the information before clicking the link at the bottom.

How to Continue Growing Your List For Free!

Solo ads are, without a doubt, the easiest way to build a list FAST! You can easily add 100 to 500 fresh leads to your list every single day with this method alone. And as long as you're breaking even on your ad spend; you're essentially building your list for free.

But wouldn't it be even greater if you can build your list without paying and keeping the affiliate sales as PROFITS?

Method #1: Email Swaps

An email swap is where you make an agreement with another list owner to promote his offer to your list and in return, he promotes your offer to his list. In most cases, you'll both be promoting a free offer.

You'll also agree on a minimum number of clicks (anywhere from 10 to 1,000 or more). For example, if you agree on 100 clicks and you can only get ~50 per email, then you have to choices:

1. You could send the same email to your list 12 hours after the initial email. People live in different time zones. So you could send one broadcast at 4 PM EST and then schedule the same email with a different subject line for 4 AM EST, which is 12 PM in the UK and 11 PM in Australia.
2. You can re-send the same email to subscribers who didn't open it the first time. You should wait at least 12 hours before re-sending. See the help section at your autoresponder service for detailed instructions (if your autoresponder has this feature).

If you fall a little short and you need a few more clicks, you could add the swap link to the P.S. of another broadcast.

Method #2: Funnel Swaps

In addition to the email swap, you may also want to suggest that you both advertise each other's freebies on your download pages as a bonus.

This can be a simple link, a banner, or even an exit pop!

Here's an example of a banner I give my swap partners:



Where to Find Swap Partners

Safe-swaps.com is probably the best place to find hundreds of ad swap partners who can send you anywhere from 10 to 1,000 clicks per mailing. You don't need a huge list to get started and scale up fast.

They have everything automated and integrated with the top autoresponder services. They have built-in click and conversion tracking and a rating system to keep marketers honest.

They also have a system for tracking funnel swaps. You upload a banner that you want to display on your partner's sites.

Then you add the banner code to your download page where you want your partner's banners to be displayed.

Other than this, you can also find a swap partner at WarriorForum.com (but this is using "manual" work).

Tips to Improve Your Success

Here are a few tips to help improve your success with ad swaps:

- Don't base the ad swap solely on the size of the list. Big lists aren't always responsive. It's the number of clicks you get that matters most and ultimately, the number of leads.
- Find swap partners with *quality*, free offers that will actually benefit your subscribers. That's the best way to maintain a good relationship with your list.
- If a swap goes well, ask about setting up a funnel swap.
- Track conversions on your squeeze page and split-test to increase your opt-in rate.
- Before you buy a solo ad or set up an ad swap, you should opt in to the marketer's list and review the free content they are giving away. Make sure it's valuable content that your subscribers will appreciate.

Combining the power of email swaps, funnel swaps, and solo ads is an extremely effective way to build your list fast! If you take action on what you've learned, you can easily add hundreds of new subscribers to your list every week!

Do not underestimate the vast potential of this system. It'll definitely be one of the most powerful strategies that you will ever use in your business.

Last piece of advice...

Be More Productive

Do you want to make more money in LESS time? (Who doesn't, right?)

Then listen up – you need to learn how to be more productive.

Think about the time you spend online “working.” Is it 100% productive? Or do you find yourself checking your email, watching YouTube videos, browsing forums, reading Facebook posts and engaging in other distractions. And worse yet, do you always find a way to rationalize away these distractions as part of your business?

You need to put a STOP to these time-wasting distractions.

You may find that if you put forth 100% effort during the time you spend at your computer, you could pull in more money in just a fraction of the time. Here are three tips to help you do exactly that:

- 1) Create weekly and daily to-do lists.** The best way to keep on track is to create weekly and daily to-do lists. Then commit to staying focused on your work until you've crossed everything off your daily to-do list.

- 2) Cut out distractions.** If you have a problem with checking your email, browsing forums, etc., then close those unnecessary windows while you work. If you're doing something that doesn't require you to be online, grab your laptop and go someplace where you can't get online.

- 3) Concentrate for a set amount of time.** Set a timer or alarm for 20 or 30 minutes and work straight through until the timer/alarm goes off. Don't check your email, don't get coffee, don't pet the dog. Just work. Then take a five minute break. Rinse and repeat until you're done with the day's to-do list.

You may not realize this, but as a general rule those who are the top affiliates are those who are the most productive affiliates.

It's true.

Instead of "wasting" time on activities that truly don't enrich your life (and certainly don't help build your business) stay on track with simple scheduling and planning strategies.

You'll find that you get a lot more marketing done than ever before. And the proof will be in the size of your commission checks.

Conclusion

You now have a complete system for building a list of responsive buyers and making money online from affiliate offers. Once you apply this information, you'll have an ***automated profit system*** that can give you consistent income every month!

If you take action right now and start building your affiliate sales funnel, you can be driving traffic and making money in the next few days...

And if you implement all of the methods outlined in this report to drive consistent traffic to your squeeze page, there's no limit to how much money you can make every single month.

But some readers may need further help to get started. Especially those do not know how to:

1. Putting up their optin page
2. Creating a valuable offer as an incentive for website visitor to subscribe
3. Finding profitable affiliate programs to promote
4. Execute email marketing
5. And many other elements...

Then I got good news.

What if... everything is “taken care” and you’ll just need to learn how to buy solo ads to build your list and make money online?

Now you can... visit:

[The CB Passive Income License Program](#)

To your success!

Patric Chan