

# 15 Steps to Build a List of 1000 Subscribers in 30 Days or Less with a Profitable Sales Funnel



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# Step 1 - Get Yourself into the Internet Marketing Niche



The three big niches worth getting into are health, wealth and relationships. Yes you can make money in other niches but it's always worth cashing on the big niches to fund other projects later on and what better way to start your business by making money in the niche you're already in! This sales system I'm about to show you works extremely well in the internet marketing niche because people's core motivation is to make money. You'll see in later steps why this is important key to automation.

## Step 2 - Sign Up for a Reliable Hosting Account

If you want to make money online selling your own products, build your own mailing list and maintain CONTROL of what you're doing you're going to have to invest in solid, reliable hosting. Period. Free hosting providers are OK for hobbyists but when you come to install sophisticated scripts, and handling large volumes of traffic you'll need something capable of running it. Don't skimp out on this. If you build your online business on an unstable foundation you'll have a trouble later on.



Where possible, invest in hosting that provides your domain name and hosting in one solution. This way you don't have to worry about pointing your domains and changing nameservers every time you register a new domain.

## Step 3 - Sign Up For an Auto-Responder Account



The number one reason why you should even bother to have a mailing list in any niche is so you can send out emails AUTOMATICALLY. This is a very important point. You don't make your profits selling one product to one customer. You make your profits selling several products to the same customer over a span of time.

If you fail to understand this now and want to continue selling online without building a subscriber or customer list then you may as well quit while you're ahead! Automation is key and the auto-responder is the tool that'll make it happen. Recommended you register an account with Aweber!

## Step 4 - Find Quality Products that You Can Promote as an Affiliate

I'm going to assume that you have no product and no experience in creating your own product. So what's the next best thing?... Become an affiliate!

You need to find 1 or 2 internet marketing products that pay a recurring commission via ClickBank or PayPal, plus another 10 products or so that pay instantly into your PayPal account so you can keep up with the costs of running your business and re-invest when needed.



This is another time consuming job digging around for good products that you can affiliate with, so I'll give you a list of affiliate programs that are worth promoting and where to go to get approval later on.

## Step 5 - Grab 10 Related PLR Reports that You can Give Away



Giving gets people moving. Remember that. To get people to sign up to your mailing list you need to give something of value to them. This could be a 'how to' report on generating traffic... a 'how to' report on making money with eBay... a 'how to' report on writing sales copy... a 'how to' report on increasing conversions... you get the idea.

I'm going to assume that you know NOTHING about internet marketing. So what you need to do is grab hold of unrestricted PLR reports/ebooks/articles that you can create 5-10 topics around. Just do a search on Google for 'unrestricted plr', or 'internet marketing plr' or 'make money online plr' etc. and you'll find content that you can use to create your reports.

For example you could have a short report on '7 free ways to get traffic...', or... 'how to create your first eBook...', or... 'how to write sales copy that sells...', or... '3 ways to collect payments online...', or... '10 ways to reduce refund rates...', or... 'how to create eBook covers for free...' you get the idea.

Don't waste time writing your own reports from scratch when starting out. It's just too time consuming to research, plan, write, proof-read, etc. and you won't get anywhere fast! Take what's already been done and use that as a starting point!

# Step 6 - Turn Your Reports into Money Makers!

Once you've chosen your affiliate programs and have your affiliate links ready, add them to the last page of your reports as a resource section. That way everyone who reads your report to know about it!



The title on the last page will say 'Recommended Resources.' You'd then list your affiliate recommendations. For example... "AFFILIATE PRODUCT NAME - Provides professional looking affiliate marketing review template every month ready to upload straight to your server. No research or writing necessary! Click here to preview this month's template...". You're essentially writing mini ads that get people interested and wanting to click. The only way you can write good ads is if you understand the product you're promoting and their benefits. So take the time to read the sales letter of your recommendations and put yourself into the mind of the reader.

# Step 7 - Create a Squeeze Page to Display the Reports



Now that you've got a good selection of 'how to' reports to give away, it's time to let the whole world know and present it in a way that gets people to sign up for it.

Remember you don't want people downloading your reports directly. You want to be building a mailing list as well so you need to convince them to give you their name and email beforehand.

Squeeze pages don't have to be that complicated either. You can have a blank white background, a catchy headline, a picture of your reports or bullet points to the left and your opt-in form to the right. This is a typical squeeze page layout that many marketers use because it works. Take it a step further and create your own video! This will boost conversions further.

## Step 8 - Offer Master Resell Rights to Your Reports as an Upgrade Offer!

Give your new subscriber the chance to upgrade to Master Resell Rights so they can start selling your reports individually!

You're doing this for two reasons - one to make money as soon as possible and two to get your reports spread on the web with your links inside, and two, to make passive commissions through your recommendations as it gets spread throughout the web.



To make your offer irresistible, give them everything they need to get your reports up online and sold! This includes a sales letter, and a download page and mini-site template - minimum. If your PLR didn't come with a sales letter, take the time to write one or hire a copywriter on Fiverr.com to put a simple one together for you!

Sell for a modest price of \$17. You're not trying to make a profit here, rather break even with any advertising spend you do and any time investment you put into promoting your site.



## Step 9 - Provide a Budget Offer for those that Pass

Provide half the content for half the price. Not everyone will buy your main offer, but will gladly buy your budget offer because it's safer and less risky choice for them.

Offer half the amount of content for about half the price. For example if you're selling 10 products with Master Resell Rights for \$17, offer 5 products for \$7.

It may not seem like much but remember you're not trying to make a profit here, just break even or at least reduce your advertising costs.



## Step 10 - Setup a Download Page to Grant Access to Your Products



You'll want 3 different download pages. 1 for those bought your upgrade offer. 1 for those that bought your budget offer. Another 1 for those that just want to read your report for personal reading.

To make your download page profitable you can add a text link or a banner to one of your chosen affiliate programs. You can

literally copy the ads that you wrote for your reports and paste them below your downloadable content.

# Step 11 – Motivate Your New Subscribers to Become Affiliates

One of the benefits of being in the internet marketing niche is getting people to promote your product as an affiliate. You offer 100% commission in on your up-sell and down-sell and in return you get traffic sent to your squeeze page - building your list automatically.

JVZoo, DigiResults, Warrior Plus, PayDotCom payment systems allow you to offer 100% instant commission through your PayPal account for a small transaction fee. RAP (Rapid Action Profits) allows you to do this independently on your own server.

As soon as your new subscriber gets access to your download page, let them know about your affiliate program. Create a banner or a text box at the top and bottom of your download page stating the benefits of your affiliate program and get them to see your affiliate page!



# Step 12 - Create Superb Resources for Your Affiliates

Your affiliates will not promote your product with just 1 affiliate link. A few may, but the majority won't simply because there aren't enough resources and reasons to get them moving. Write a sales letter explaining what makes your affiliate program so great, how your website helps others, how you offer 100% commission, how they get



paid instantly, how much they could earn in a month if they made 1 commission sale per day, how much they could earn in a month if they made 10 commission sales per day etc.



Provide your affiliates with copy and paste solo ad emails, an auto-responder sequence that they can use as an eCourse, articles they can submit to directories, Twitter tweets, signatures, banners and so on to help them get started.

You can either create all these resources yourself or you can hire an article writer, or auto-responder writer, or graphic designer to create this content for you. One thing to note here is that the more resources you provide and the more you help your

affiliates succeed, the more traffic you're going to receive on a daily basis and more importantly the bigger your list will grow automatically.

## Step 13 - Create a Handful of Emails that Provide Free Content for Your Readers

How many email lists are you already signed up to? How many marketers are promoting offers to you on a daily basis? How many do you unsubscribe from? I'm willing to bet that you've even reported some as spam or archived them in a folder just to keep your inbox clean?

This is one of the major problems with email marketing. They only work when they're read and when the subscriber KNOWS, LIKES and TRUSTS an email from a particular person.



So how do you break the ice?... Simple by showing that you're a GIVER, not a TAKER!

The next stage is to prepare free content that your subscribers can either read, listen to, watch, download or interact with. This could be a PDF report, an MP3 recording, a YouTube video, or an article on your blog, software, even a survey! Do you have to create this content yourself?... Not necessarily. Again simply Google 'giveaway rights' and you're sure to find content that you can give away for free!

Simply prepare a few free emails each with a piece of content that can be downloaded for free. Then move onto the next step because you're going to interweave them into your promotions!

## Step 14 - Write Emails to Sell Your Affiliate Offers



Many newbies make the mistake of building a list and not sending out any emails. Even when they do pluck up the courage to do it, they don't send enough emails for the product they're promoting.

You should have a minimum of at least 3 emails to promote an affiliate offer. Your first email should be an introduction to the offer and how it helps them, the next email should be an in-depth review of the product and the final email should be a final reminder about the offer and answer any concerns.

If you want to really increase your affiliate sales, offer a bonus package in of your own in exchange for buying through your link.

Space out your promotion emails about 1-2 days apart over a span of a week. From experience it takes several site visits before anyone 'warms' to it and seriously considers buying.

The next job is to write a minimum of 3 emails for every affiliate product you recommend. Again the key is not to hard sell the offer, but rather show that you understand their problem, empathize with your subscribers and then introduce your

recommendation as a solution. I personally prefer to write 1 long and informative email that gets read by less subscribers, than 1 short and hard selling email that gets read by more subscribers simply because I know that the ones with short attention spans will probably not read my emails again, not take my recommendations seriously and probably will unsubscribe any way. The ones that do read my emails will end up becoming long term subscribers and keep my business running. It's definitely a case of quality over quantity.

Add your free content email from step 13 in between your promotions from step 14. So it would look something like this... day 1, free gift, day 2, 3, 4 promotion, day 5 free gift, day 6, 7, 8, promotion, day 9 free gift... and so on. This way you're not always hard selling and promoting every day like every other marketer, but rather you'll be providing some real value to your readers on a regular basis.

## Step 15 - Get Traffic to Your Squeeze Page



When you have your system setup, your primary focus should be to send as many visitors to your squeeze page as possible because this will in turn build your list, generate upgrade sales, generate affiliates, get your reports downloaded, and active your auto-responder messages. Here are 6 proven ways to start getting traffic to your squeeze page...

### 1. Answer Questions on the Forums

One of the best places to get quality free traffic is in the forums. There are two reasons for this...

Firstly, forums are almost always created with the intention of turning a profit, usually by running ads on their site. Secondly, forums are full of real people that want problems solved. So if you can't find a forum in your niche... then it's very likely that you're in the wrong market.

Your job as a marketer is to look for questions that you can answer that are relevant to your product. Answer questions as best as you can, you stand out from other replies, and then members who posted the question, as well as other readers will notice your signature link and check out your website (*squeeze page from step 7*).

Some good places to do forum marketing are: WarriorForum.com DigitalPoint.com and WickedFire.com. You can always find more forums by Googling, "top internet marketing forum" for the latest sites.

## 2. Write and Submit Articles Based on Your Forum Answers

Now article marketing is very powerful when you do it right and there are 3 ways you'll benefit from it...

Firstly... you'll get direct traffic from the article directory to your article with your call to action. Secondly... marketers who are looking for free content will grab your content... together with your call to action... and post your article on their blog or website or newsletter. Thirdly... the more marketers that post your content online, the more links you'll have pointing back to your website. Which means you can rank for a keyword or keyphrase... which leads to even more organic traffic.

However this only works if you produce quality content. The best part is you're answering people's questions from the forum to help you come up with useful article content so you're not blindly submitting articles and hoping for the best.

Articles are divided up into 4 sections - a title, intro, content and conclusion.

**Your headline** needs to grab attention and be specific. Example "7 Simple Steps to Build a Profitable List with a Sales Funnel"

**Next add an intro.** The purpose of the intro is to express the problem and excite the reader about the article they're about to read. It's also used as content filler to increase the word-count of your article if needed.

**Next is the content.** The purpose of the steps or tips is to solve a problem or achieve a result to show the reader that you know what you're on about, and to motivate them to want more from you.

**Finally the conclusion.** Here you summarize what the reader has just learned and you finish off with a strong call to action. You want to make the reader feel like they've solve one problem out of many and need more information from you. In your call to action you're going to offer a free gift like a short report, which will link to your squeeze page.

Here are some places you can submit your articles... EzineArticles.com, Amazines.com and Sooperarticles.com. You can also Google "top article directories" to get the latest list.

## 3. Post Your Articles to Your Blog

The purpose of your blog is to act as a platform to post all your content for your customers and subscribers to follow.

If you have an email list you can even send them to your latest post to get them to read and leave comments. When you do receive comments, reply to them and help out where you can because it acts as social proof, and helps tremendously when you come to sell products and services online.

If your post is popular, the search engines will also rank it for various keywords and you'll get an extra boost of traffic.

Install a blog on your main domain and have your squeeze page installed in a sub-folder. e.g. <http://myblog.com> and <http://myblog.com/squeezepage> and promote your squeeze page with a banner or textlink in your blog sidebar.

Keep your squeeze page separate from your blog and use your blog as an extension of your squeeze page to get Google to notice that you're adding new content to your website! Every now and again I add new articles, diagrams, downloadable content and other freebies to my blog which in turns generates free traffic from the search engines.

Over time you want to keep your subscribers engaged and reading your content so it's always worth adding a new blog post once a week and then announcing it to your list. This keeps your blog engaging and lets the search engines know that your blog is active.

## 4. Create a Video of Your Article

Next we're going to take your article and turn it into a YouTube video tutorial. There are a few ways of doing this. You can talk to your prospects directly, show something on-screen, do a slide presentation, or animate your video.

The most important thing is to get the message across to help your audience, because after all they're looking for information that will help them.

To get traffic back to your website, either display your website link in the video, or add it to the description box and ask your viewers to check it out.

If you keep submitting quality videos, people will notice you and you will get plenty of likes, shares and subscribes. This in turn will boost your channel and you will naturally get more traffic as a result.

Once your video is online, you can then add your video to your blog. This will add more depth and engagement to your posts and naturally attract more comments.

### **Pros and cons of creating videos...**

- Chance to show off your expertise
- Help people to get to know you and trust you faster - which leads to sales
- Allows you to promote products and services directly within video
- Allows you to promote products and services within description
- Allows you to monetize your videos with ad revenue - another form of income
- Videos get ranked in search engines
- Great return on time invested (compared to other forms of content)
- Downside - takes longer to create videos and build channel... long term strategy.

## 5. Add Your Article to Social Media

Now that you have articles and videos, you can post all that content to your social media accounts to build a following and get more traffic.



You can upload your article and video to Facebook, you can post feedback from your customers, and you can post videos.

Make it easy for people to join and follow you. Add social media buttons to all your blog posts and add your social media links to your email signature.

The 3 most popular social media sites are Facebook.com, Twitter.com and Instagram.com. Be sure to Google 'top social media sites' to keep up to date.

## 6. Ad-Swap with Other Marketers

This is one of my personal favourites and should be yours too because it can quickly bring in 100s of new subscribers literally overnight.

It works by sending an email to your list that directs them to a fellow marketer's website and in turn, that marketer will reciprocate by sending an email to their list to go to your website. It works best when you both have a mailing list of similar size and when you both have something free to offer with a squeeze page.

Some marketers will compromise and will send out an email to a segment of their list to match yours but don't expect to do an ad swap with another marketer who has a mailing list of 10,000+ whilst you have 100. Either continue using the previous methods to generate more subscribers or find another marketer with a list of similar size.

A good place for ad swaps is in the WarriorForums.com and Safe-Swaps.com. Marketers are always on the lookout for ad swaps!

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