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THE EMAIL MARKETING *Masterfiles*

The L.I.S.T. System



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NICK JAMES

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**Important Note For
The Email Marketing Game Plan Customers:**

What I'm about to share with you, in its original format, was for sale separately for \$127 and was drip-fed to customers over a period of some several weeks.

However, for your fast action bonus, I have delivered everything together for you in one single Pdf.

At the end of each section, there will be assignments for you to take action upon and work through at your own pace. For the original full priced course, students were invited to submit their homework to me by email for review.

Please disregard those instructions in this instance.

Published by:
eShowcase Inc.
10785 West Twain Avenue
STE102, Las Vegas, Nevada, 89135
United States

Introduction

Welcome to ***The L.I.S.T. System e-course!***

I'm really excited about your decision to join this course.

And that's because you're about to discover –

A simple system for using a mini-course to promote products, grow your mailing list and make money.

Here's how it works...

You set up a subscription page (also known as "landing page", "opt-in page" or "squeeze page") that entices your prospects to join your mailing list.

Once your prospect has subscribed, he'll receive a five-part mini course.

These emails will accomplish two things:

- 1. Provide good content.** This helps build trust with your subscribers. And building a good, trusting relationship helps you accomplish the second goal...
- 2. Promote paid products and services.** Yes, this is where you make money. You can promote either your own products and services or you can promote affiliate offers.

Not only will you learn how to provide good content and promote products in your initial five-part email, you'll also learn how to keep the cash rolling in long after the mini course is over.

Because, you see, you're building an asset – a mailing list – that will pay you over and over again if you nurture it.

And your goal is to promote a variety of products to your list once your initial mini course is complete.

In the coming lessons you'll learn how to do all of this and more, using my ***L.I.S.T. System***, which includes:

- **Lesson #1: Layout**

In this lesson you'll learn the actual steps of how to create a high-converting opt-in page.

- **Lesson #2: Information**

This is where you'll learn how to create a high-converting, five-part email course.

- **Lesson #3: Strategy**

In this lesson you'll find out how to convert your prospects into customers, both now (during your five-part course) and later on when you create content for the coming weeks and months.

- **Lesson #4: Traffic**

This is where you learn how to get targeted visitors to your opt-in page so that you can start building your list... and your bank account!

Every lesson is detailed with complete step-by-step instructions, so there's no guesswork.

You'll also have homework to send to me after each lesson, which will help you take action, hold you accountable and keep you moving forward.

So let's jump right into Lesson #1 of The L.I.S.T. System: Layout - How to Create a High-Converting Opt-In Page

Lesson #1:

Layout – How to Create a High-Converting Opt-In Page

There are two parts to this section:

- 1. Layout your plan.** Here's where you pick your niche, course name, set up your website and complete all the other preliminary steps.
- 2. Layout your page.** This is where you actually create a sales letter that persuades prospects to become subscribers.

Let's look at these separately...

Layout Your Plan

Before you can even think of building a list and making a profit, you need to start at the beginning. And that means choosing a niche, a name for your course, getting a domain name, setting up hosting and selecting an autoresponder.

Here's how to do it, step by step...

Step 1: Choose a Niche

If you've already been working in a profitable niche, great – then you can just apply the Mini-Course Model to the niche you're already in. But if you don't yet have a niche – or if you're searching for a different niche – then this section is for you.

Basically, this step is comprised of two mini steps.

- a. The first thing you need to do is create a list of potential niches.
- b. The second thing you need to do is research these niches to narrow down your list so that you can choose one of the more profitable niches.

The first step is to research and uncover as many potential niches as possible.

Here's how:

→ **Brainstorm.** Simply think about what you like to do (hobbies), what topics of conversation you enjoy, what problems you have, where you like to go on vacation, what types of courses in college you enjoyed, your career choice, what types of programs you like to watch, etc. In other words, list all of your own passions, interests and problems, as they're all potential niches.

→ **Look to your friends and family.** Now do the same type of brainstorming as mentioned above, except this time look at the interests, passions and problems belonging to your friends, family and colleagues.

Example: Is one of your colleagues trying to quit smoking? That's a potential niche. Is your friend trying to adopt children? There's another. Did a family member just get a new dog? That's a boatload of potential niches.

→ **Pay attention to the news and popular blogs and in magazine.** Look at the top stories on the news, including online, on TV and in print. If you see a similar story cropping up repeatedly, it's probably a popular topic.

Example: You're likely to see a lot of articles about weight loss and motivation during certain times of the year (such as around New Years).

→ **Check your surroundings.** Spend some time paying attention to the stores in your neighborhood and the ads you see everywhere. All these stores and ads are catering to potential niches.

Example: Maybe you notice a scrapbooking store in your neighborhood – that's a prospective niche. Or perhaps you notice an organic food store – that's another one to add to your list.

→ **Use tools.** Yet another way to uncover potential niches is by using keyword tools like [WordTracker.com](https://www.wordtracker.com) or [KeywordDiscovery.com](https://www.keyworddiscovery.com). All you have to do is plug in extremely broad keywords – like how to, tips, secrets or articles – and see what niches come up. You may be surprised!

Example: Enter a term like "get rid of" and you'll find all sorts of niches: get rid of bats, get rid of fat, get rid of wrinkles... and more.

- **Browse online marketplaces like [Amazon.com](https://www.amazon.com).** Check out the bestsellers in various categories. Again, you may be surprised and even uncover a few niches you never thought of before.

Follow the above steps and you'll be able to develop a pretty big list of prospective niches. Your next step is to now narrow down this list to those that are profitable.

There are three ways to help you determine if a niche is profitable:

- 1. There's evidence that people are buying products and services in the niche.** One way to do this is to check sites like [Clickbank.com](https://www.clickbank.com) and [Amazon.com](https://www.amazon.com), which list the bestsellers in various categories. Obviously, if a particular category has a lot of bestselling products, then that's a good sign that the niche is profitable.

Tip: You can also check Google - if several of the sites on the first couple pages of results are selling the same or similar products, that's an indication of a profitable niche (and a profitable product).

For example, if you search for weight loss and come up with a lot of weight loss for new mums' products, then that's likely a profitable niche.

- 2. You see a lot of "competition" in the niche.** If there are a lot of marketers all positioning themselves to sell products and services to a niche, then that's a sign that it's very likely a profitable niche.

One way to check this is to look in marketplaces like [Clickbank.com](https://www.clickbank.com) and [Amazon.com](https://www.amazon.com), as well as doing a general search in Google to see if there are several similar, but competing, products.

Example: Run a search for "weight loss" and you'll come up with dozens if not hundreds of similar products. That's because the weight loss market is big and profitable.

- 3. You see marketers buying ads in the marketplace.** Point is, if marketers are paying money to get their ads in front of their prospects, then these prospects must be paying for products and services in the niche.

To this end, check the paid ads in print publications as well as on popular blogs, forums and other websites. Also, run a search in Google and check if the sponsored ad spots running alongside the regular search results are all full.

Bottom line: follow the money trail to discover what people are ALREADY buying. Because once you know that, you can just offer something similar in your mini course.

Tip: If you follow the steps above to determine which niches are profitable, you'll likely narrow your list down fairly fast. But what happens if you end up with a few good prospective niches and they all appear profitable? Then choose the one that appeals to you the most. In other words, which one looks like the most fun to you?

Once you've selected your niche, then it's time to pick your product. Read on...

Step 2: Select a Product to Promote

The next thing you need to do is decide which product you're going to promote to your list.

Note: For starters, you'll pick just one product and pre-sell it throughout your initial five-part mini course. Later on you can add other products into the mix (in later messages). As such, in this step I want you to choose one primary product... but keep an eye out for related products that you may want to pitch to your list later.

There are two important decisions to make at that point:

- 1. The first decision you need to make is whether to sell a physical product (like a barbecue grill) or a digital product (like a downloadable grilling cookbook).** You'll probably find popular, profitable products in both categories.

Note: For the purposes of this discussion however, I'm going to assume that you'll select a digital product, simply because the commissions tend to be higher - upwards of 50% or more.

- 2. The second decision you need to make is whether you want to sell your own product or sell an affiliate product.** Do note that selling your own product is usually more profitable since you enjoy the full profits - no commission splits. On the other hand, selling a

proven affiliate product can be more profitable, simply because a good seller has already tweaked the copy to make sure it converts.

Note: If you don't already have a product, then I suggest you start selling an affiliate product. In the meantime, you can start working on your own product. In other words, don't wait around to create your own product – start with an affiliate product, since it's a safe way to test your list to discover what gets their wallets out of their pockets.

Tip: If you do decide to create your own product at some point, then be sure to read and use all the other products in the niche. That way, you'll know how to make your product different than and better than the competing products. As the saying goes, build a better mousetrap!

One of the best places to find a downloadable affiliate product is in the [Clickbank.com](https://www.clickbank.com) marketplace.

Here are six tips to keep in mind as you search for a product to promote...

➔ Look for Bestsellers

As mentioned before, the key to making money is to find out what your niche is ALREADY buying... and then just offer them more of the same.

As such, be sure to choose a proven bestseller from the [Clickbank.com](https://www.clickbank.com) marketplace.

But how?

The easiest way is to either run a search for your broad keywords OR browse the appropriate category in the marketplace. Either way, those products appearing at the top of your search or at the top of the category are the bestsellers – thus you want to focus on products on the first page (or perhaps page two, if need be).

Tip: Some affiliates look at the gravity of a product, which helps identify which products have a lot of affiliate sales. The gravity is a weighted sum, with more recent sales carrying more weight. Thus the affiliate sales made this week will add more to the gravity score than sales made six weeks ago.

If you're going to take gravity into consideration, then you'll want to choose a product with a "middle-ish" score - something around 100, give or take 25 to 30 points. If the gravity is too low, then that shows that affiliates aren't making any sales. If the gravity is too high, then you may have too much competition with other affiliates.

Point is, look for bestsellers FIRST. Then if you can't decide which of the bestsellers to promote, you can use the gravity score as one of the factors to help you make your decision.

➔ Review the Product Before Promoting

Once you've selected a product or two that you're interested in promoting, your next step is to buy it and review it.

For starters, buying the product gives you a sneak peek inside the vendor's sales process, so you can see if there are any snags or commission leaks. (We'll talk about this in just a moment.)

Secondly, reviewing the product yourself lets you know if it's a solid, truly useful product that you'd be proud to promote.

You see, some products are bestsellers, but that's largely because of the good sales copy on the site. However, the products themselves may be subpar. As such, you need to see for yourself if the product is the kind of solution you'd be willing to recommend to your best friend.

If not, move on and find something useful that you would be proud to promote.

➔ Check the Seller's Reputation

If the product looks solid, then your next step is to research the seller. Simply go to Google and search for the seller's name, the product name, the seller's website, the seller's email address and any other identifying pieces of information you have.

What you're looking for is a seller that has a long, established history of providing good products and good customer service.

Be wary of any red flags, including but not limited to:

- Serious allegations such as fraud. This ranges from copyright infringement to breach of contract and everything in between.
- A pattern of complaints about poor customer service, such as slow or no refunding.
- A pattern of complaints from affiliates, such as slow affiliate payments or failure to pay affiliate commissions.
- Any evidence of the seller trying to deceive buyers, affiliates or other business colleagues.

If you see anything negative like those in the above list, move on to another product.

Tip: Keep in mind that just about any seller who does a large volume of sales will have some complaints. That's just part of business. As such, you need to view these complaints to see if there is a discernible pattern or if perhaps they just originated from a disgruntled person or two. Even just one disgruntled customer can make a lot of "noise" on forums, social media sites and "rip off" type sites.

➔ Look for Good Commissions

If everything checks out satisfactorily so far, then take a look at the commission rates. Generally, most vendors have commission rates around 50%. If you see a higher commission rate, great! If you see something significantly lower, then you need to make a decision about whether to promote the product.

How do you decide?

Simple: Keep your prospects' best interest at heart.

If there's a product that is simply the BEST solution but the commission rates aren't as high as others, then go ahead and promote it anyway. That's because your long-term reputation depends on whether you promote good products to your list.

If there are competing products that are just as good yet they have higher commission rates, then you can choose to promote one of the competing products if you'd like.

Again, just be sure to put your prospects' needs first, meaning you only promote good products that will solve your prospects' problems.

➔ See if the Copy Converts

In some cases, you may be able to get actual conversion-rate statistics from the vendor. If not, then at best you'll need to look over the sales page and judge for yourself whether it's persuasive. That is, can it turn your prospects into buyers, especially if you've pre-sold them on the product?

Tip: If you can't tell and the vendor isn't willing to share any sales statistics, then be sure to promote bestsellers. Generally, bestsellers have high-converting copy.

→ Be Mindful of Commission Leaks

Just a moment ago I mentioned that you should purchase the product, with one benefit being that you can examine the sales process.

In addition to purchasing the product, you should also examine the sales page and every other part of the sales process closely to make sure there aren't any accidental (or intentional) commission leaks that will siphon off your sales and profits.

Here are some of the more common leaks:

- **Multiple ordering methods.** If you're promoting a product through [Clickbank.com](#) but the vendor also has an alternate means of ordering, including a telephone number or a payment button from another processor (like [2checkout.com](#)), then the vendor can't track these sales. And that means you won't get the commission if the buyer orders through the alternative means.
- **Unnecessary links.** It's common to have links such as the privacy policy or a contact link. But if the sales page links to the page for affiliates, a blog or even another product, you could lose sales and commissions.
- **Pop up windows.** If the site has any popup windows, look at them carefully. Be sure that these windows aren't directing visitors to other products for which you don't get credit.
- **Cookie stuffing.** Shady vendors sometimes install scripts that "stuff" the visitor's computer with their cookie – and that means if the visitor orders, you won't get credit since Clickbank works on a "last affiliate" system. To check if the vendor has done this, use your own affiliate link to get to the sales page. Then click on the buy link to reach the order form. Scroll down and check who is listed as the affiliate at the bottom of the order form – it should be your affiliate nickname if you followed your own affiliate link.

- **Upsells or downsells that don't give credit to the affiliate.** Sometimes vendors offer customers additional products or services right on the order form. This is fine, as long as you're getting credit. Otherwise, be wary if the upsells get taken to a new order form for which you don't receive any credit.

If you follow the steps above, you'll be able to find a good product with a good conversion rate. Once you'd one that, then move on to the next step...

Step 3: Create a Title for Your Mini Course

Now that you've picked your niche and your product, your next step is to pick the title for your mini course. But before you can do that, you need to decide what to write about.

Fortunately, this is easy: You're going to write about something that's directly related to the product that you're promoting. That way, you can promote the product in each of the five emails you send out.

Let me give you a few examples:

- You're promoting a dieting book. You create a mini course called "Five Easy Ways to Drop 10 Pounds".
- You're promoting a gardening book. You create a mini course called "How to Plan and Plant a Garden in Just Five Days".
- You're promoting a bodybuilding ebook. You create a mini course called "The Five Secrets of Building Great Pecs".

Tip: In all cases, be sure to read the product first so that you can create a mini course on the same general topic.

You may decide to pick out one topic from the product you're promoting and create your own mini course around this topic (as is the case with the "great pecs" example above).

Or, you may use your mini course to outline a complete procedure - such as the gardening example - yet mini courses leave out key details that the reader can only find inside the product you're promoting. You'll learn more about these strategies in Lesson 2.

For now, you just need to figure out the general topic of your course so that you can create a good name for it.

Note: Basically, you'll create five useful but incomplete lessons. The course should be useful, because you want to build trust - but incomplete, because you want to be able to promote a product to solve your prospect's problem. You'll learn how to do this in Lesson 2.

Here are some templates you can use along with examples from various niches...

Template #1: The Five Secrets of [Benefit].

- "The Five Secrets of Losing Weight"
- "The Five Secrets of Getting Out of Debt"

Template #2: How to [Get Benefit] In Five Easy Steps.

- "How to Housetrain Your Puppy in Five Easy Steps"
- "How to Change Your Motor Oil in Five Easy Steps"

Template #3: Five Easy Ways to [Get Benefit].

- "Five Easy Ways to Look 10 Years Younger"
- "Five Easy Ways to Double Your Conversion Rate"

Template #4: Five Things You Didn't Know About [Topic].

- "Five Things You Didn't Know About Saving for Retirement"
- "Five Things You Didn't Know About Getting Rid of Wrinkles"

Template #5: How to [Get Benefit] in Just Five Days.

- "How to Remodel Your Kitchen in Just Five Days"
- "How to Housetrain Your Poodle in Just Five Days"

Template #6: The Beginner's Guide to [Topic].

- "The Beginner's Guide to Making Money Online"
- "The Beginner's Guide to Kite Making"

Template #7: Everything You Need to Know About [Topic/Benefit].

- "Everything Need to Know About Hydroponic Gardening"
- "Everything You Need to Know About Retiring Rich"

Template #8: What [Person/Group] Doesn't Want You to Know About [Topic].

- "What Your Veterinarian Doesn't Want You to Know About Your Dog's Vaccinations"
- "What Your Hair Stylist Doesn't Want You to Know About Dying, Perming and Styling Your Own Hair"

Template #9: [Topic] 101: How to [Get Benefit].

- "Car Restoration 101: How to Rebuild a Chevy Carburetor in Five Easy Steps"
- "Affiliate Marketing 101: How to Choose, Promote and Profit from Affiliate Products"

Template #10: The Shocking Truth About [Topic].

- "The Shocking Truth About Holistic Cat Food"
- "The Shocking Truth Breast Cancer"

Once you've selected your course title, move on to the next step...

Step 4: Purchase a Matching Domain Name

Your next step is to go to NameCheap.com and purchase a domain name that is closely related to your niche and, preferably, closely related to your actual mini course.

Here then are some tips for choosing a domain name:

- **Choose a .com name.** There are plenty of domain name extensions you can purchase, including popular ones like .net and .org. However, stick with .com. That's because most people associate domain names with .com names, so they're likely to remember your
- **Select something easy to say (and remember).** Imagine if you had to say your domain name out loud, such as on the phone with a friend or during an interview. Is it easy to say... and thus easy to remember? Here's a hint: If you have to explain a domain name as you say it, then it's probably not very memorable.

Example: A domain name like "WeightLossSecrets.com" is easy to say and easy remember. But now consider trying to say this: "W8LossSecrets.com" You'd have to say "W, 8 as in the number 8, loss secrets dot com." You can bet people will have a hard time remembering it.

- **Make sure the name is related to the niche.** You want your site visitors to take one look at your domain name and have a pretty good idea of what your site is about.

Example: So, a name like "FiveSecrets.com" is NOT a very good name, because it doesn't tell visitors who the site is about. Here's a better alternative: "FiveGolfingSecrets.com."

- **Buy it when you find it.** Some domain registrars make their searches public, meaning that others can see what you're searching for. So if you find a name and don't buy it immediately, you may very well find that it's gone when you go back later to buy it. As such, be sure to buy it just as soon as you think of it and/or find it.

Let me give you a few templates and examples:

Template #1: [Topic]Secrets.com

Example: RemodelingSecrets.com

Template #2: Five[Topic]Secrets.com

Example: FiveAntiAgingSecrets.com

Template #3: [Topic]101.com

Example: FrenchCooking101.com

Template #4: [Topic]University.com

Example: CopywritingUniversity.com

Template #5: [Topic]Classroom.com

Example: KarateClassroom.com

Template #6: HowTo[Do Something].com

Example: HowToDance.com

Template #7: [Topic]Tips.com

Example: DogGroomingTips.com

Template #8: [Topic]Course.com

Example: BetterGolfingCourse.com

Template #9: Stop[Bad Thing].com

Example: StopWrinkles.com

Template #10: [Topic]Tricks.com

Example: GardeningTricks.com

Template #11: [Topic]Tips.com

Example: BodybuildingTips.com

Go ahead and brainstorm at least a dozen or two domain names right now. Then go to NameCheap.com to purchase one. After you've done that, you can move on to the next step...

Step 5: Set Up Hosting

You have your domain name. However, it won't show up in the search engines until you purchase web hosting. And you can do that through a reputable host like HostGator.com.

Tip: If you only plan to have one website, then you can get the Hatchling Plan, which is the least expensive. However, I suggest you get the Baby Plan, which is only a couple of dollars more per month. This gives you the flexibility to host an unlimited number of domain names, meaning you can set up several landing pages, even across a variety of niches.

Once you've signed up for the Baby Plan, you'll get a "welcome email" from HostGator.com. Hang onto this email as it contains valuable information that you'll need to finish setting up your website. Here's how to do it...

Step 5.1: Change Your DNS

The first thing you need to do is return to your NameCheap.com account, log in, locate your domain name and change what are called your domain name servers (DNS). You need to complete this step in order for your website to show up when people type your domain name into their web browser.

Check your HostGator.com welcome email, as it will list two domain name servers. Your DNS will look something like this:

DNS #1: ns123.hostgator.com

DNS #2: ns124.hostgator.com

Note: Please be aware that the above are examples of domain name servers in order to help you recognize them. However,

HostGator.com will provide you with unique DNS. In other words, using the above DNS examples will NOT work.

Once you've located your domain name servers and logged into your NameCheap.com, then follow these easy instructions to complete the process:

<http://www.namecheap.com/support/knowledgebase/article.aspx/767/10/how-can-i-change-the-nameservers-for-my-domain>

Step 5.2: Create Your Website

Your next step is to create your actual website, which will basically consist of one page: Your opt-in page (also known as "landing page").

Later on in this lesson you'll find out how to create the sales copy for this page. For now, let's just talk about how to create the actual design.

Note: If you're not familiar with web design and/or you're not technically inclined and/or you just don't have the time or inclination to do it yourself, then you can outsource this task. Simply go to a freelancing site like Elance.com or vWorker.com to post a project. You can also find someone in the "Warrior for Hire" section of WarriorForum.com who will be able to create a simple website for as little as \$50 to \$100.

IMTC???

Tip: If you want to save money at this step, then find a web design template first and simply hire a web designer to tweak it to your specifications.

If you're technically and/or artistically inclined, then you can do the design yourself. In this case, you'll need to start by getting an HTML editor. One such editor is Kompozer.net. Or, perhaps you have access to professional tools like Dreamweaver. You may even have an HTML editor already installed on your computer, so be sure to check your software bundle.

The second step is to find a website template. I suggest you go to <http://templates.hostgator.com/> to find a free template. If you don't find one to your liking, then you can next try a site like TemplateMonster.com. Alternatively, you can run a search in Google for "web template", which will uncover dozens if not hundreds of template directories.

Once you find your template, then it's a matter of opening up this template in your HTML editor so that you can copy and paste your sales letter into the template. Or, hire a web designer to insert your text into the template, if you desire. Either way, be sure to name it index.html when you're finished.

Now, if you find a template that you like but you don't care for the graphics in the template, then you may consider creating your own graphics. For this, you'll need access to royalty free stock images, which you can find at istockphoto.com.

You'll also need an image editor like Adobe Photoshop or the free alternative which can be found at Gimp.org.

Otherwise, this is an easy enough task to outsource. Again, just go to Elance.com, vWorker.com or WarriorForum.com to find someone to make a header, footer or other graphic for your site.

Tip: If you hire someone to do a simple graphic or design the whole website, be sure to do your due diligence on this person. This means you need to check their portfolio, their feedback ratings (where applicable), their references and even run their name in Google to see their professional history. You're looking for someone who's been in business for at least six months to one year minimum and has a good history of providing good work, on time and on budget.

Step 5.3: Upload Your Website

Once your page is ready to go live, then you can upload it to your website. One of the easiest ways to do this is to use your HostGator.com Cpanel (control panel). Here's how...

First, you need to access your cPanel, which you can do by going to www.yourdomain.com/cpanel. (Naturally, you'll need to replace "yourdomain.com" with your actual domain name).

You'll next be asked to enter a username and password. Again, check your HostGator.com welcome email for this information.

Once you're inside your control panel, then scroll down to "Files" and click on "File Manager." Then simply use the self-explanatory icons to upload your web page (index.html) from your computer to the root directory of your website.

Tip: You'll need to click on "public_html" to access your root directory. Then click on the "upload" icon at the top of your page, which will open a new window. Click on "Browse" to locate the index.html file on your computer's hard drive. Once you locate it, double click on it, which will start the upload process. If you're uploading a new version of your index.html file, be sure to check the checkbox next to "overwrite existing files."

Once you upload your index.html file into your public_html root directory, then your website will be viewable to the world. For now, just hold off on these instructions, as you need to create your sales page and get your email subscription code first. Which brings us to the next point...

Step 6: Get Your Autoresponder

Your next step is to get an autoresponder. This is what allows you to collect email addresses and send your five-part mini course automatically. The autoresponder also serves as a mailing list manager, as it allows you to send out live broadcasts, if you choose.

Now, generally you'll see two types of autoresponders/ mailing list managers:

- **Self-hosted.**

This is where you install a script on your page to manage your mailings. I do not recommend this option. That's because deliverability is a huge issue – if your emails get "blacklisted" by ISPs, your emails simply won't get to their intended recipients. You'll then spend a lot of time either working to get your emails whitelisted, OR you'll simply miss out on income from those not receiving your emails.

- **Third-party hosted.**

This is what I suggest you choose. In this case, a third-party company hosts the script and manages your mailing list. The reputable companies spend a lot of time working on deliverability issues, which means your emails reach more of their intended recipients.

There are plenty of autoresponder services from which you can choose. However, I suggest you select one of the bigger, reliable companies that focus on deliverability, such as [iContact.com](https://www.icontact.com/), [GetResponse.com](https://www.getresponse.com/) or [Aweber.com](https://www.aweber.com/). (I use [Aweber.com](https://www.aweber.com/) often.)

The other advantage of these services is that they provide complete step-by-step tutorials and videos that show you exactly how to set up your account, add messages to your autoresponder and add an opt-in form to your website.

Here are useful links if you choose Aweber.com...

Get Started Guide:

<https://help.aweber.com/hc/en-us/articles/204028536-How-Do-I-Get-Started->

How to add messages to your autoresponder:

<https://help.aweber.com/hc/en-us/articles/204029916-How-Do-I-Create-A-Follow-Up-Message> (save this link for later – you’ll need it after you complete Lesson 2).

How to add an opt-in form to your website:

<https://help.aweber.com/hc/en-us/articles/204027476-How-Do-I-Add-A-Form-To-My-Website> (you’ll need this after you finish reading the next lesson).

Note: As you set up your autoresponder, one decision you’ll need to make is whether to use a single opt-in or confirmed opt-in. First, let’s define these:

- **Single opt-in:**

This is when your visitor is subscribed to your list the moment they fill in your opt-in form. They’ll also immediately receive their first lesson.

- **Confirmed opt-in:**

This is where your prospect fills in the form and is then asked to click a link in an email to confirm their subscription. If they don’t click the link, they won’t be subscribed to your list. If they click the link, they’ll be subscribed and will immediately receive their first lesson.

The advantage of a single opt-in list is that you’ll be able to grow your list more quickly, simply because people don’t have to go through the extra step of confirming their subscription. However, the disadvantage is that a single opt-in list opens you up to spam complaints. That’s because anyone – *friend, enemy or prankster* – can sign anyone up for your email list.

So imagine this scenario...

Example: Joe Blow goes to your website and enters Suzy’s email... without Suzy’s knowledge. Suzy starts receiving our mini course, although she has no idea what it is since she never subscribed to your list. So what is she going to think about your mini course? She’s going to think it’s spam – and *rightfully so, since she never requested it*. So she’s likely to report your email as spam, which can get your list shut down, especially if you receive multiple complaints.

The above scenario is why I strongly recommend that you choose a double opt-in list. Doing so will protect you from spam complaints.

Plus, think of it this way: If someone can’t be bothered to spend any extra second or two of their time clicking a link in the confirmation email, then they’re probably not going to spend much time reading your other emails, either.

Note: Aweber.com provides pre-written confirmation emails for you, although you can tweak these emails.

I suggest you do. Specifically, remind your subscribers why they should click that confirmation link. For example:

"You're just one click away from discovering the secrets of getting your novel published - so click the link below now to get your first lesson!"

OK, take a few minutes now to purchase your autoresponder account. Then use the "Get Started Guide" above to create the autoresponder you'll be using for your mini course.

If you'd like, you can even create five "placeholder" messages, with each of them spaced one day apart. After you read Lesson #2, you can log back into your account to replace your placeholder messages with your actual email lessons.

Quick Summary

There you have it – you just learned how to choose a niche, select a product to sell to this niche, choose a domain name, get webhosting, and get your autoresponder ready for your course.

Next step – let's create the sales letter for your opt-in page. Read on...

Layout Your Page

You've been putting the pieces and parts of your website together. Now comes one of the most important parts: The sales letter.

You see, it's NOT enough to simply put an opt-in subscription form on your site along with a request for people to join your list.

Perhaps that would have worked about 15 years ago, when people were just getting online and were happy to receive emails.

But today people are inundated with emails from friends, family, companies and most especially spammers. As such, that means they are more protective of their addresses, as they'll only give you this point of contact IF you give them a good reason to.

In your case, you're giving away a valuable mini course in exchange for your prospect's email address. However, even though you're giving away something for free, you still need to "sell" it as if you were charging money for it. And you do this selling and persuasion through the use of a short sales letter.

First, let me give you a template that shows you how to format the overall sales letter. Then you'll learn how to construct each of these parts of your sales letter.

"Headline" (usually a benefit statement that's bolded, in big font and in quotes)

**Sub headline – also bolded and perhaps in bigger font.
Elaborates on the promise in the main headline.**

Dear [Person/Niche Group Member/Friend],

[Opener.] This is where you tell a story, or remind the prospect of the pain of his problems or even just immediately elaborate on the benefits presented in the headline.

[Introduce solution.] Next, you introduce your solution, which in this case is your mini course.

[Give prospects reasons why they should join your list.] This is where you create a bulleted list, which lists the benefits of your mini course. Try to arouse curiosity whenever possible.

- Benefit 1
- Benefit 2
- Benefit 3
- (And the rest – you'll probably have 6-15 bullet points total.)

[Offer proof.] You just made some bold claims, so now is a good time to offer proof of your claims. Usually this includes at least a testimonial or two from satisfied subscribers.

[Create a call to action.] This is where you specifically tell your prospect to join your mailing list.

[Insert subscription form.] You just told your prospect to join your list, so now you insert your subscription form. If you're using Aweber, then refer to the Aweber tutorials for complete instructions (see link given just a bit earlier).

[Sign off.] This is where you sign your name.

[Insert a postscript.] This is your P.S., which is where you can reiterate the main benefit, tell about a new benefit and/or repeat the call to action.

Note: If you were selling a high-ticket product, your sales letter could very well be a few thousand words long. In this case, however, your letter is shorter since you need only convince someone to give up their email address. As such, you can expect your letter to be anywhere from about 400 to 1000 words long.

Now let's look more closely at the separate parts of the letter:

Headline

Your headline is the most important part of your landing page. That's because the headline's primary job is to get attention. If it doesn't attract your prospect's attention immediately, they'll hit the "back" button and be gone forever.

That's why your headline needs to be compelling. You do this by:

→ Speaking directly to the target audience.

In other words, anyone who lands on your opt-in page should know just by looking at the headline what the web page is about (and/or who it's for).

In some cases, you may specifically address your audience, like this:

- Attention Home Owners...
- For Anyone Who Wants to Lose Weight...

Note: This technique works best if you address the prospect in a pre-headline - this is a small headline above the main headline. Then the main headline can promise a benefit.

In other cases, you may simply mention problems or solutions that are of particular interest to a targeted market. You may even phrase it in the form of a question. For example:

- Does your husband's snoring keep you awake?
- Does arthritis pain slow you down?

→ Making a big promise.

The second thing your headline needs to do is make a big promise. In other words, it needs to tell your prospect about the biggest benefit of your mini course.

Tip: Remember, the fact that the mini course is free is one big benefit. So if possible, use the word “free” in your headline.

Let me give you a couple example headlines that make a big promise...

- “Here’s How to Lose 10 Pounds in Two Weeks - FREE!”
- “You’re Just One Free Click Away From Becoming a Marketing Genius!”

→ Arousing curiosity, whenever appropriate or applicable.

Arousing curiosity using the headline isn’t always possible. However, one way to do is it by presenting a big benefit without explaining how the prospect will receive that benefit. In order for the prospect to satisfy his curiosity, he’ll need to start reading your letter.

Let me give you two examples:

- “Revealed: Here’s What the World’s Smartest Online Marketers Know About Making Money Online...”
- “Find Out Which Herb Can Cure Your Dog’s Ear Infections for Good!”

→ Using “Trigger” Words.

There are certain words that almost always capture your prospect’s attention – these are referred to as trigger words. Here are some of the trigger words that will add an extra punch to your headline:

- You
- Free
- How to
- Announcing
- New
- Amazing
- Guaranteed
- Revolutionary
- Discover

- Secrets
- Revealed
- Who Else
- Scientific
- Proven
- Quick
- Easy
- Fast
- Simple
- Surprising
- Startling

Now let's pull it all together.

Here are a few templates you can use (along with examples to illustrate the headline's use):

Template #1: The "You Too" Headline: "Now You Too [Can Get a Benefit]!"

- "Now You Too Can Restore a '57 Chevy - Even if You Don't Know a Wrench from a Screwdriver!"
- "Now You Too Can Have Beautiful Skin!"

Template #2: The "Discover the Secrets" Headline: "Discover the Secrets of [Benefit]!"

- "You're About to Discover the Secrets of Looking 10 Years Younger In Just One Week From Now!"
- "Now You Too Can Discover the Secrets of Throwing Fun, Flawless Dinner Parties on a Budget!"

Template #3: The "Who Else" Headline: "Who Else Wants [To Get a Benefit]?"

- "Who Else Wants a Perfectly Housetrained Puppy?"
- "Who Else Wants to Quickly and Easily Shave Five Strokes Off Their Golf Game?"

Template #4: The "Announcement" Headline: "Announcing [News or Benefit]!"

- "Announcing the Easiest Way to Lose Weight!"

- "Announcing the Scientifically Proven Way to Stop Aging In Its Tracks!"

Template #5: The Question Headline: "Do You/Are You/How... [ask question directly related to problem at hand]?"

- "Do You Suffer From Lower Back Pain?"
- "Are You Embarrassed About Your Teeth?"

Tip: Check out this link for a look at another very powerful way to ask a question: <http://www.traffic-fuel.com/>.

Template #6: The "Here's How" Headline: "Here's How to [Get Benefit]!"

- "Here's How to Quickly and Easily Get Whiter Teeth - For FREE!"
- "Here's How One Truck Driver Quit His Job and Started Earning Six Figures Online!"

Template #7: The "Don't Want You to Know" Headline: "Here's What [Group/Person] Doesn't Want You to Know!"

- "Here's What Your Dentist Doesn't Want You to Know About Whitening Your Teeth at Home!"
- "Here's What Your Car Dealer Doesn't Want You to Know About Negotiating a Sweet Deal On Your Next Car!"

Template #8: The "Imagine" Headline: "Imagine [Getting Benefit]!"

- "Imagine Losing 10 Pounds Just in Time for Summer!"
- "Imagine Getting Your Short Stories Published in Major Magazines..."

Once you've hooked the prospects with your attention-getting headline, then you need to keep them interested with your opener. Read on...

Opener

As the name implies, the opener refers to the opening few sentences or paragraphs of your sales letter. This is where you hold the prospect's attention by talking about his problems.

There are various ways to open your sales letter, including these three:

➔ **Open With a Story.**

Your opener should seek to build rapport with your prospect and, whenever possible, gently evoke emotion.

The benefit of opening with a story is that it tends to accomplish both of those goals. Plus, it helps the prospect self-identify with the problem.

If you've had a similar problem, you can tell a story about yourself. Otherwise, you can tell the story about someone else.

Examples:

- I felt the blood rushing to my face - I'm sure I was beat red. Meanwhile, my heart was racing and my palms were sweating. I wasn't sure if my weak legs would hold me up once I got out of my chair. But I knew I had to, because it was my turn to go to the podium to speak...

Maybe you can relate. Do you ever start dreading a speech, days or even weeks before you give it? Do you shake and feel ill when you stand up at the podium?

I understand, because I used to do those same things about three years ago. And then I discovered a simple technique that would turn me into a confident, sought-after public speaker...

- Tom was tired. And frustrated. He'd spent the last three weeks working on this website at every spare moment. Sometimes he'd only get two or three hours of sleep per night. And now here he was five hours into launch day and not a single sale...

And for a real-life example, take a look at this story opener, as it's a bit different than you might expect: <http://www.traffic-fuel.com/>.

➔ **Open by Reminding Prospect of His Problems.**

A second way to open your letter is by reminding your prospect of the pain of his problem. You can directly address the "symptoms" and the pain or you can ask questions that will help the prospect self-identify.

Examples:

- Do you ever wish you could quit your job?
- The unfinished novel sits on your computer. Maybe you have a rough draft. Maybe it's just a few chapters. Maybe it's just an idea floating around your head. The problem is you've been stuck in limbo for months or maybe even years now. And one thought keeps hounding you: You'll never get rich and famous if you don't finish the darn novel!

→ Open by Sharing Benefits.

Yet another way to open your sales letter is by jumping directly into the benefits of a solution to your prospect's problem. If your headline presented a big benefit, then your opener can simply start elaborating on that benefit.

Examples:

- Imagine using a simple homemade cream that erases up to ten years of wrinkles from your face.
- You can lose the weight, shed those love handles and get back into your skinny jeans. And you can do it all before beach season starts!

Introduce Your Product

Once you've reminded your prospect of his problem, then your next step is to introduce your product as the solution. This is as simple as telling the reader that you have the solution.

Examples:

- Announcing "The Beginner's Guide to Carburetor Repair" - a free guide that shows you how to get your carburetor purring again!
- If you've been searching for a free way to lose weight online, then look no further. Introducing the "Weight Loss Magic" report - a free way to shed all the fat you want!

Benefit Statements (Bullets)

You've introduced your product. Now your next step is to tell your prospect why they should give up their email address to get your mini course. And you do this by telling your prospects all about the benefits of your mini course.

You can think of these benefit statements as little headlines. That's because they should present a benefit, speak directly to the target audience and arouse curiosity whenever possible.

Here are templates (and examples) you can use to create your own benefit statements (formatted into a bulleted list):

Template #1: You won't believe this [benefit]!

- You won't believe this secret for grilling perfect steaks every time!
- You won't believe this surprisingly simple way to burn double the calories!

Template #2: You'll discover the secrets of [benefit]!

- You'll discover the secrets of turning even the most unruly puppy into a perfect houseguest!
- You'll discover the secrets of doubling your money with Google AdWords!

Template #3: How to [get benefit]!

- How to add 50 yards to your drive - starting this weekend!
- How to eat chocolate and still lose weight!

Template #4: You'll find out a quick and easy way to [get benefit]!

- You'll find out a quick and easy way to get rid of stretch marks!
- You'll find out a quick and easy way to get rid of mice in your basement!

Template #5: You'll learn a surprisingly simple [benefit]...

- You'll learn a surprisingly simple way to get top rankings in Google!
- You'll learn a surprisingly simple exercise that tricks your body into shedding fat!

Template #6: Need [benefit]? Then you'll love this...

- Need more targeted traffic? Then you'll love the surefire Facebook tip in Lesson 2!
- Need to get rid of wrinkles? Then you'll love discovering this ancient secret for smoothing away wrinkles in 72 hours!

Proof

By this time you're prospects should be getting pretty excited about your mini course. You've certainly given them enough reasons to join now.

But here's the thing: Your prospects are skeptical.

You see, you've made some big claims. And if your prospects are like most consumers, they've heard these big claims before.

Problem is, they've been disappointed and let down by other marketers who've made these same big claims. And so now they're skeptical – they want to believe you, but they find it a bit hard.

You'd think that since you're offering something for free that you wouldn't need to penetrate such a thick wall of resistance.

But truth is, some of your prospects have also been let down by marketers who promised them a world of great content... but just sent a barrage of pitches instead. So your prospects are very protective of their main email addresses.

Tip: You'll note that I said "main" email addresses, which is the email address that you want to get from your prospects. That's because some prospects who're skeptical of you or your claims will simply give you a "throwaway" email address.

Problem is, they may forget to check this address after the first email or two you send them. And that means that you won't be able to build a relationship with them, nor will you be able to persuade them to purchase solutions to their products.

As such, you need to work hard to build trust so that you can secure your prospects' primary email addresses.

So how do you help your prospects move past their skepticism?

Simple: You need to offer proof of your big claims.

There are many ways to present this proof. Offering testimonials is one of the easiest ways to do it. Here are details on eight of the most popular forms of proof:

→ Testimonials

These are statements from unbiased, satisfied subscribers. Contrary to popular belief, however, you shouldn't use all your testimonials. Instead, you want to use only your strongest and most persuasive testimonials. And in particular, you want to use those testimonials that back up your biggest claims.

You see, weak testimonials can actually hurt your case.

By "weak," I'm referring to those fluffy testimonials that really don't say much about anything. Typically, weak testimonials tend to focus on the person who gave the testimonial, while not putting enough focus on your mini course.

Let me give you an example of a *weak* testimonial:

"I've been in online marketing for a long time - maybe about five years now. I make a good income using Facebook, JV marketing and search engine optimization. So when I heard about Nick James's list-building course, I knew I had to get it. I wasn't disappointed!"

See what I mean by weak? The above testimonial really doesn't say anything positive at all about the actual course. "*I wasn't disappointed*" tells the prospect nothing about what to expect, what sorts of benefits he might get from subscribing, etc.

Here then is an example of a *better* testimonial:

"I just finished Nick James's list building course and I'm totally blown away! I've already implemented the first four lessons - and I already have my first 50 subscribers! This course is easy to understand so beginners will have no problems applying it. But it also includes little-known secrets that even the veteran list builders don't know about. If you want to build a big list, join now!"

See the difference?

The above testimonial is stronger because it shares the benefits of the course PLUS it even shares actual results. This is the kind of testimonial you'll want to keep and display on your site.

Note: Sometimes you'll get long testimonials from people, which may tend to ramble a bit and lose focus. The end result is that you have a weak testimonial. In this case, the solution

is to edit the testimonial so that you retain only the strongest parts of the testimonial. Keep in mind that you're merely deleting the weak parts of the testimonial - you are NOT modifying the content.

However, if you do this, then you MUST get permission from the person who gave you the testimonial. That is, you want to make sure that the person who gave you the testimonials agrees with the shortened version of the testimonial.

So, how do you gather these testimonials?

Simple: You ask for them.

However, ideally what you need to do is simply ask for feedback from your friends, colleagues and subscribers.

You *don't* want to bribe them in any way for their testimonials, otherwise you'll likely end up with biased testimonials. And you want *unbiased* feedback - that way, you can improve your mini course if need be before releasing it to a wider audience.

One simple way to ask for testimonials or feedback is by including a request at the end of your last email (Email #5).

Example #1: P.S. What did you think of this course? Hit reply right now to let me know - I'm dying to hear your feedback!

Example #2: How has this course helped you? Hit reply right now to let me know - I might even include your success story on my website!

Of course if people do email you with their testimonials and feedback, be sure to ask explicitly for permission to include their testimonial on your website.

You'll also want to ask them how they'd like their name to appear and, if applicable, what website they'd like listed alongside their testimonial.

Example: Thank you for taking the time to provide your valuable feedback - I really appreciate it!

Quick question: May I use your words as a testimonial on my website? If so, just hit reply to let me know how you'd like your name and link to appear. And again, thanks once again for your feedback!

Tip: You can also ask for a photo from those who give testimonials. That's because a photo makes a testimonial more believable and credible. If you're in certain niches - *like a*

weight loss niche or car restoration niche - then ask for a "before" and "after" photo.

→ Endorsements

This is when an influential, well-known expert in your niche gives your mini course a stamp of approval.

Example: If you had a marketing product and I (Nick James) endorsed the product, that's something you'd want to display on your website.

Alternatively, you can get endorsements from related authority figures, such as police officers, judges, lawyers, professors, doctors, authors and so on.

Example: If your mini course is about tooth whitening, then endorsements from dentists would carry extra weight.

→ Pictures.

One of the most powerful forms of proof you can offer is a "before" and "after" photo. Naturally, this only works in certain niches where there's visual evidence of a change.

Examples:

- Weight loss before and after photos.
- Bodybuilding before and after photos.
- Home remodeling before and after photos.
- Anti-aging before and after photos.
- Home decorating before and after photos.
- Car restoration before and after photos.
- Dog grooming before and after photos.

→ Videos

Instead of photos, you can use a short video to demonstrate that the mini course works as you claim.

Examples:

- A video showing a strength trainer lifting an incredible amount of weight for a bench press.
- A video showing a dog following various obedience commands.

- An online video showing a marketer logging into his PayPal account and/or traffic logs.
- A video showing different people offering their testimonials.

→ Audio

You can ask some of the people who give you testimonials to offer audio testimonials instead of written testimonials, because sometimes audio can be more persuasive and compelling. However, you can also offer an audio as proof.

Examples:

- A short audio clip that proves a singing course works.
- A short audio clip of a parrot speaking (for a parrot training course).
- A “before” and “after” audio for a classic car that’s just been tuned up.

→ Screenshots

Yet another form of proof you can offer is via screenshots.

Example: If you want to prove that a traffic-generation technique works, you can show a screenshot of your traffic logs.

→ Live Proof

This is a very compelling form of proof, because you basically ask your prospect to look at “real time” proof.

Examples:

- If you were promoting a mini course that’s all about teaching people how to build a popular Facebook Page, then a good form of proof is to send them to one of your popular Facebook pages.
- You can ask people to search for your name in Google. This might be useful, for instance, if you’d like to show what others are saying about you on their websites.
- If you’re promoting a course that shows people how to get on the New York Times bestseller list, then you could link

to this list to show that your book is currently on the list.

→ Case Studies

Finally, this is where you track someone else's results with your product and then offer these results as proof of your claims.

Examples:

- You can summarize a six-week bodybuilding case study, complete with before and after photos.
- You describe how one of your subscribers landed his first freelancing job after using your "How to Make Money as a Freelancer" mini course.

Whenever possible, provide supporting forms of proof with your case study, such as photos, videos, screenshots or even charts.

Tip: No matter what you're offering to your prospective subscribers, they're likely to have objections. You can use your testimonials and other proof to help overcome these objections.

For example, the primary objection is "this won't work". You can provide testimonials to the contrary.

Another objection is that the solution takes too long or is difficult. Again, you can provide testimonials or even case studies that suggest it's easier than the prospect thinks.

Since you're offering an email course, one of the most common objections is the prospect fears you'll abuse his email inbox. That's why you should install a privacy policy on your site that ensures the prospect that you'll never share his information. Talk to an attorney to draw up this document for you.

Call to Action

At this point your prospect is very interested in joining your list. So, it seems obvious what your prospect needs to do next: Fill out the opt-in form so that he can join the list. However, even though it seems obvious, you still need to tell your prospective subscriber exactly what you want him to do. This is referred to as your call to action.

Here is an example of a basic call to action:

Example: "Your next step is easy - simply fill in the form below and click "submit" to get your first lesson immediately!"

Now here's the key: Your call to action will be more compelling (meaning you'll get a higher conversion rate and more subscribers) if you're able to create a sense of urgency.

This is especially true if you're using the recommended confirmed opt-in, since you need to get people excited enough to not only subscribe now, but confirm their subscription immediately, too.

You see, some people have a habit of putting off tasks. So they'll look at your page and decide to bookmark it for later. But between now and "later", a million other little things siphon off their attention - kids, job, family, daily responsibilities. And so they forget to return and they forget to subscribe.

In other cases, the prospect subscribes but doesn't confirm his subscription. Maybe he started looking at something else between the time he filled out the form and when the email arrived. Again, something else distracted him.

To avoid this, you need to hold your prospect's attention. A good sales letter will get him "fired up" and excited to get his first lesson. A sense of urgency will give him the extra push he needs to subscribe now.

Here are three ways to create that sense of urgency...

→ Create a Fear of Loss

One of the best ways to do this is to only make your mini course available for a limited time. However, since you're setting up a "hands off" system, this really won't work since you'd need to be constantly creating new mini courses to offer to your prospects.

So here's another idea: Offer a bonus that's only available for a limited time. You could rotate bonuses such as:

- A discount coupon for the product you're promoting within the mini course.
- A free DVD or CD. The point of this is to get your prospects' postal mailing address. You can even ask the prospect to pay a dollar or two to cover your costs.
- A free downloadable report, video, audio or software. You can even purchase the PLR (private label rights) or resell rights to products, meaning you don't have to create these products yourself.

- Access to a live event, like a teleseminar. You can then record the event, which gives you yet another bonus to offer for a limited time.

→ Let the Prospect Imagine the Joy of the Solution

Another way to create a sense of urgency is by asking the prospect to imagine how good he'll feel once he starts using your solution.

Example: "Just imagine your life when you're free from arthritis pain. You can dance, garden and golf again... effortlessly! You don't have to let pain slow you down any more - just fill out the form below and click "join" to discover how you too can start enjoying your favorite activities again!"

→ Remind the Prospect That Things Won't Change Without the Solution

Finally, you can let prospects know that they won't be able to solve their problems if they don't get your mini course.

Example: "Take a good look in the mirror. Do you see wrinkles, fine lines and age spots? These age marks will only get worse... unless you subscribe to this free mini course right now. Simply fill in your name and email address below and click 'Join' to get started - you'll be glad you did!"

Naturally, you should insert your subscription form directly below your call to action. You should also insert your privacy policy (or a link to your privacy policy) so that prospects know their private details won't be shared with third parties.

Next, insert your signature at the bottom of your letter. Then you just have one piece left to add...

Postscript

The postscript (also known as "P.S.") is another extremely important part of your letter. That's because it's one of the most-read parts of the letter. Some people will read your headline and then scroll down the page, reading anything that catches their eye. They'll then read the P.S.

Point is, you need to haul out your big guns here in the postscript. You need to give your prospects a good reason to subscribe.

You can do this by reminding prospects of the biggest benefit of your mini course, you can even tell them about another big benefit that you didn't mention elsewhere or you can even mention a bonus report or other freebie.

Either way, you'll want to close with a second call to action.

Examples:

- P.S. I almost forgot - if you subscribe now (it's free) you'll get instant access to the Dog Training Made Easy video series!
- P.S. Losing weight has never been easier - and today is your chance to discover these fat-burning secrets for free, so subscribe now!
- P.S. You deserve to land your perfect job - and it all starts with creating the perfect resume. So join now to learn how, because your dream job is waiting for you!

Quick Summary

You can have a great mini course and loads of targeted traffic, but you won't get a single subscriber if your landing page can't effectively persuade people to join your list.

That's why you need to create attention-getting headlines, eye-popping openers, benefit-laden bullet points and more.

Just follow the steps above to start turning more of your visitors into subscribers!

Now let's wrap things up...

Conclusion & Your First Assignment

Congratulations – you are now one step closer to using my **L.I.S.T. system** to create your own profitable mini course!

So far, you've learned:

- ✓ **How to choose a profitable niche.** First you brainstorm, then you do some market research to see if people in the niche are already buying products and services.
- ✓ **How to select a product to sell.** Sell your own product if possible; otherwise you can promote an affiliate product. Either way, promote something that your market is already buying.
- ✓ **How to set up your website.** In this section you learned how to choose a name for your course, get a domain name, set up hosting and select an autoresponder.
- ✓ **How to create your sales page.** This is where you learned how to give your prospects good reasons

Now it's time to take action...

Action Step and Assignment

If needed, go back to the beginning of this lesson and review what you've just learned.

Then I'd like you to complete and submit two pieces of homework to me:

1. Send a copy of your plan choices to me. In other words, tell me your niche, your product, your course title and your domain name.
2. Send me a link to your sales page so that I can review your sales copy.

That's it for this time.

Next time you'll learn how to create the actual mini course – you'll even get complete examples so there's no guesswork!

Introduction

Welcome to lesson #2 of ***The L.I.S.T. System e-course!***

Last time you learned about “Layout”, which is where you learned how to layout your plan and layout your page. Within this lesson you discovered how to pick a niche, select a product, set up your website and create the sales letter for your opt-in page.

Now this lesson is all about Information – specifically, you’re going to learn exactly how to create your five-part mini course.

Lesson #2: Information – How to Write a 5-Part Email Mini-Course

We’ll start this lesson with some important tips and guidelines for creating these lessons. Then later on you’ll get full-length examples so you can see for yourself how to create your own lessons.

Let’s get started...

Preparing Your Mini Course

As you already know, your goal is to write a five-part email series that’s delivered over the course of five consecutive days.

These initial five emails should provide good content whilst also promoting a single product. Later on, you can add other messages to your autoresponder series which will promote a variety of other products.

At this point you’ve already selected your general topic.

But what, exactly, should you write about?

And how should you format these lessons for maximum effect?

You’re about to discover the answers to these questions and much more in the following pages...

How to Select What to Write About

You've got a general idea of what your course is going to be about. But now it's time to get down to specifics. That is, what are you going to include in each lesson?

The key to deciding is to take into consideration the following two factors:

1. What does your target market want to know?

There's no use creating an email course if no one is interested in the lessons. Fortunately, you shouldn't have that problem. That's because you'll be basing your lessons on the same topic as the product you're promoting. And if you did your research as outlined in the last lesson, then you're promoting an in-demand product, which means your mini course topic is also in-demand.

Note: Let me make it clear upfront that you are in NO way copying the product you're promoting. Instead, you're just creating lessons around similar topics. So if you're promoting a weight loss product, you might create a lesson about nutrition. But this is your own lesson, in your own words.

2. What topics will compliment the product you're promoting?

In other words, what five subtopics can you create for your email lessons that will make it easy for you to smoothly promote the product from within the lesson?

Often times, you can look at an information product and use the table of contents or the sales letter as a guideline for your own lessons.

Example: Maybe you're promoting a book about traffic generation, which includes the following chapters:

- Facebook marketing
- Twitter marketing
- Search engine optimization
- Google Places marketing
- Joint venture marketing
- Affiliate marketing
- Article marketing
- Blogging
- Video marketing
- Viral campaigns

You'll see the above example consists of nine topics. Since you're creating a five-lesson mini course, you can't go into all nine topics in depth.

One way to handle it, however, is to combine some of the topics into one lesson and give an overview of the topics. So you might create the following five lessons:

- Lesson 1: Social media marketing (combines the topics of Facebook and Twitter marketing)
- Lesson 2: Search engine marketing (combines SEO and Google Places marketing)
- Lesson 3: JV marketing (combines JV and affiliate marketing)
- Lesson 4: Content marketing (combines article marketing and blogging)
- Lesson 5: Viral marketing (combines general viral marketing with creating viral videos)

If this course is geared for beginners (which is only sensible if it's an overview course), then you can explain the advantages and disadvantages of each of the methods. You might include notes about which methods are most appropriate for different types of business models. You can then provide an overview of how to implement these methods.

As you can see, it would be very easy for you to promote the product within each of these five lessons. You simply point your readers to the paid solution for more information on these topics.

Example: In lesson 1 you might say something like this:

"You just discovered how using Facebook and Twitter marketing can increase your traffic, solidify your reputation in your niche, build your relationship with subscribers, grow your mailing list and put more money in your pocket. To find out exactly how to use these free traffic strategies to grow your business, go to www.traffic-fuel.com."

However, the "overview" format is just one way to approach the task of providing good content at the same time that you're promoting a specific topic.

Here are three other formats you can use for your mini course:

- The "What to Do" Course
- The "Specific Topic" Course
- The "Tips and Tricks" Course

Let's look at these three formats in more detail...

➔ The "What to Do" Mini Course

As the name implies, this is where you tell your prospects what to do. Specifically, you tell them what steps they need to take in order to complete a specific process. Obviously, this is the same process that the product you're promoting teaches.

However, here's the key: You need to provide useful, yet incomplete information. That means that while you're going to tell your prospects what to do, you won't tell them exactly how to do it.

Example: Let's say you're promoting [Traffic-Fuel.com](https://www.traffic-fuel.com), which is a membership site that delivers a report to its members each month on a proven, free traffic strategy. And let's say one of your lessons is on search engine optimization. You might outline these steps for optimizing a web page:

- Step 1: Research your keywords.
- Step 2: Optimize your content around your keywords.
- Step 3: Optimize the web page on which your content will appear.
- Step 4: Do off-page optimization.

You'd then give information about each of those steps, yet your information would be incomplete (lacking in details). Indeed, this lack of details would likely raise questions in the prospect's mind.

Examples:

- In Step 1, you'd tell people how they need to use "keyword tools" to find out what their market is searching for in the search engines. However, you don't tell your readers exactly which tools to use. Or, alternatively, you tell them which tools to use (such as [WordTracker.com](https://www.wordtracker.com)), but you don't tell them HOW to use the tools.
- In Step 2, you tell people to insert their words at a keyword density rate of 1% to 3%, meaning their keyword

shows up one to three times for every 100 words of content. However, you don't provide any examples showing them how to do this.

- In Step 3, you tell people to optimize their "meta tags," page title, file names, navigation menu, links and other content on the web page. But again, you don't go into full details on exactly how to do this.
- In Step 4, you tell people to get quality, one way (incoming) backlinks to help improve their rankings in the search engines. You'd mention that they need to include their keywords as their anchor text. You may even give them specific link-building strategies, such as swapping links with other webmasters. However, you leave out key details, such as how to find these webmasters and how, exactly, to approach them.

See how that works?

The information is useful, meaning your subscriber will be able to apply at least some of your advice to solve part of his problems or derive a benefit. And yet any serious aspiring marketer will want to know more about these strategies, meaning he'll need to go to Traffic-Fuel.com to get the complete step-by-step guide for optimizing a page for the search engines.

That's one way to create your course (and even the emails themselves). Here's another...

→ The "Specific Topic" Mini Course

Instead of giving a light treatment of the entire "how to" process, you can instead create an in-depth course. The key for this method, however, is that you only give detailed instructions for PART of the process. The prospect then needs to buy the product in order to get instructions for the rest of the process.

Let me give you a few examples:

Example #1: Let's say you're selling a dieting product that covers topics such as nutrition, cardio, weight lifting, supplements and motivation. You choose one topic - such as nutrition - and use all five of your lessons to talk about this one topic in depth. For example, your mini course might look something like this:

- Lesson 1: Determine how many calories you need to eat.
- Lesson 2: Eat close to nature.
- Lesson 3: Enjoy good sources of protein.

- Lesson 4: Seek out healthy fats.
- Lesson 5: Select slow-burning carbs.

Example #2: Let's suppose you're selling an organic gardening book. You can go into great depth on one topic, such as how to kill aphids. For example:

- Lesson 1: How to recognize aphids.
- Lesson 2: How to use "good bugs" to control aphids.
- Lesson 3: How to use organic soap to get rid of aphids.
- Lesson 4: How to use repelling herbs to get rid of aphids.
- Lesson 5: How to use homemade organic sprays to get rid of aphids.

Once the reader has finished your mini course, he'll know exactly how to take care of the aphid problem in his garden. So, again, this course is useful all on its own. However, your subscriber doesn't just have a problem with aphids - he likely has a problem with all sorts of pests, such as moths, flies and slugs. You can then point him to the paid product to learn how to control these pests, too.

Example #3: Let's suppose you're promoting Traffic-Fuel.com. You can go into great detail on one topic, such as how to find prospective joint venture partners and start developing relationships with them.

For example:

- Lesson 1: What's a joint venture?
- Lesson 2: How to find prospective JV partners.
- Lesson 3: How to evaluate prospective JV partners.
- Lesson 4: How to approach partners by email or postal mail.
- Lesson 5: How to approach partners in person or on the phone.

You'd then point readers towards Traffic-Fuel.com to get even more ideas on how to do joint ventures, plus learn other great ways to get free traffic.

The "Specific Topic" Mini Course is perhaps one of the most powerful strategies, simply because you provide so much in-depth, meaty content.

This serves to build a strong relationship with subscribers. When they take a look at what you're giving away for free, they'll quickly realize that your paid content must be worth every penny.

→ The “Tips and Tricks” Mini Course

Yet another way to construct your mini course is by offering tips and tricks. In this case, you don’t offer an overview of a step-by-step topic, nor do you go into depth on any one topic. Instead, just as the name suggests, you offer useful tips and tricks that the reader can apply to help him solve his problems.

Example #1: Let’s say you’re promoting the dieting product mentioned previously, which includes the following five topics: cardio, weight lifting, nutrition, supplements and motivation.

Your five-part mini course might offer tips and tricks for each of these topics, like this:

- Lesson 1: 10 ways to shave 100 calories off your meals.
- Lesson 2: 10 tricks for turning mediocre cardio sessions into fat-burning workouts.
- Lesson 3: 10 tips for staying super motivated.
- Lesson 4: 10 supplements every dieter ought to know about.
- Lesson 5: 10 weight lifting tips to boost your metabolism.

Example #2: Let’s go back to the **Traffic-Fuel.com** example.

Here you might choose five ways to get free traffic and cover tips for each one. For example:

- Lesson 1: Seven search engine optimization tips.
- Lesson 2: Seven joint venture marketing tips.
- Lesson 3: Seven article marketing tips.
- Lesson 4: Seven social media marketing tips.
- Lesson 5: Seven joint venture marketing tips.

Let me give you an example of what a specific lesson might look like.

Let’s take Lesson 5 with the joint venture marketing tips.

Here you don’t provide step-by-step instructions. You just provide tips such as:

- Tip 1: Cast a wide net in your search for marketing partners.
- Tip 2: Do your due diligence before approaching a prospective marketing partner.

- Tip 3: Build relationships first.
- Tip 4: Meet partners offline to develop friendships fast.
- Tip 5: Stack the deck in your partner's favor.
- Tip 6: Create a compelling JV proposal.
- Tip 7: Follow through on your promises.

As you can see, these seven tips provide useful ways for a person to do more profitable JVs and get more “yes” responses. They’re useful... but incomplete. And thus it’s easy to promote the **Traffic Fuel course** within each lesson.

Important Note: Read the Product First!

Before you even think about what you’d like to include in each of your lessons, be sure you read or use the product first.

That’s because you don’t want to offer advice that specifically goes against advice in the product, as it’s bound to confuse your prospects.

Indeed, the prospect may buy the product (*which earns you a commission*), but if he gets too much conflicting advice, then he’s probably only going to stay on one list: Either yours or the product vendor.

Chances are he’ll stay with the product vendor. And that’s because people who pay for information tend to value (*and trust*) that information more, which means your subscriber will trust the vendor’s advice over yours.

End result?

The subscriber leaves your list, thus effectively ending your business relationship.

So, be SURE to read the product to avoid contradictions that lead to these sorts of unintended consequences.

Now here’s something to consider:

What happens if you read the product but disagree with parts of it?

First: If you vastly disagree with the product, then you *shouldn’t* be promoting it. Period. Or if the part you don’t agree with is something illegal or harmful, then the same applies – don’t promote it.

However, it is quite likely that from time to time you'll promote products that include advice with which you don't fully agree. The advice isn't illegal, it's not harmful, it's just that you don't find it particularly useful.

There are two ways to handle this:

1. Simply ignore the differences of opinion. If it's not really that big of a deal – *if the differences are small* – then you don't even need to bring up the topic where you have differences.
2. State your opinion and offer the product as an alternative opinion. Indeed, you can even arouse curiosity in your prospects by telling them that there's a product with which you don't agree. You can say something like this:

Example: That's how I approach prospective joint venture partners. However, Nick James has another approach – I'm not saying it's good or bad, but it's not the approach I use. You can check it out for yourself by going to www.traffic-fuel.com.

Instead of merely raising curiosity, you can use the difference of opinion to stir up some controversy (and curiosity to boot).

Example: "You just learned my proven methods for burning more fat. There's one more trick that I didn't mention – this one works well for everyone who's tried it. BUT I think it's a little dangerous, because it involves ingesting an ancient herb that hasn't been evaluated by the FDA.

It's your body and this is your weight loss journey, so I'm not going to tell you what to do. If you want to know more, just go to [link]...

Now that you know what to put in your lessons, let's look at other tips and tricks for constructing your mini course...

How to Create Compelling Subject Lines

You need to give careful consideration to the subject lines of your five emails (and any emails you send beyond your mini course, naturally).

That's because your subject line will determine, in part, whether your prospects even bother to open your email.

Point is, bland subject lines will create poor open rates.

Sidebar: You'll note that I said the subject line only partly determines whether a subscriber bothers opening your emails or not.

The other part is whether you've built a relationship with the subscribers on your list. If they know, like and trust you - *and if they generally look forward to your emails* - then just seeing your name in their inbox will be enough to get them to open the email.

However, you can't count on your name recognition alone to get high open rates. That's because those who're just joining your list likely have no idea who you are. You're still building a relationship with them.

You're still working on name recognition. And so you **MUST** create compelling subject lines to get your emails opened and read.

Now, since you ARE working on name recognition, you need to give careful consideration as to what to put in the "From" field of your emails. You may decide to put your name. Alternatively, you may put your name along with some other identifying factor.

Examples:

- Joe Blow (Golfing Tips)
- Jane Doe: Marketing Secrets
- Jose Hernandez, Fat Loss Coach

The reason I say you should give this field careful consideration is because you do NOT want to change it later on.

If you do, those with whom you've built a relationship may not immediately recognize your email. Maybe they won't open your emails right away. Worse yet, they could just delete them since they don't recognize them.

Bottom line: Pick your "from" field identifier carefully, and then preferably stick with it for the life of your autoresponder. In short, develop recognition and trust by being consistent.

So let's talk about how to make compelling subject lines...

For starters, you may choose to consistently use an identifying mini course label of some sort in your subject line, so that your subscribers know that this particular email is part of the five-part mini course.

Example: Let's say your mini course is called "Golf Secrets Revealed." From the very first email, you may abbreviate this by referring to it as GSR. Just be sure that if you make this reference within the actual email, you make it like this:

GSR (Golf Secrets Revealed)

That way, your subscribers will be able to quickly make a connection between "Golf Secrets Revealed" and GSR. Thus when you use "GSR" in your subject line or as part of your "from" field, they'll know what you're referring to.

Secondly, you may want to consider labeling the lesson number. This is particularly important if you're sending out a course with a sequential series of emails (such as a step-by-step process). Doing so allows your subscribers to instantly realize if they've missed one of your lessons.

Example: So here are a couple of examples of what the beginning of your subject line might look like for a "Golf Secrets Revealed" mini course:

- [GSR] insert rest of subject line
- [GSR, #1] insert rest of subject line
- [GSR] Lesson 1: insert title of lesson 1

Alternatively, you can include the "GSR" in the "from" field and put the lesson number in the subject line. Like this:

- From: Joe Blow, GSR
- Subject: Lesson 1: [insert title of lesson 1]

The point is, you want to keep this subject-line identifier as short as possible. The shorter it is, the more likely it is that your prospects will be able to see the rest of your subject line. This increases open rates (assuming you have a compelling subject line, of course).

Perhaps you're wondering, why bother with an identifier that labels the lesson number?

The reason is because as you grow your list, you may decide from time to time to send out a live broadcast. As the name suggests, this is when you send out an email, live, to everyone on your list. In other words, it doesn't go out by autoresponder – instead, it goes out when you click “send” – just like a regular email.

Now here's the thing...

Some of your prospects will be new subscribers. These prospects are still going through your initial five-part mini course. So when they see an email from you, they'll assume it is part of your mini course. They may get confused if they don't realize it's a live broadcast.

You can solve the problem by labeling the lessons (one through five). Then prospects will more quickly recognize the difference between a live email and the lessons from the mini course.

So, the identifier is the first (albeit short) part of your subject line. The second part is the “compelling” part – the part that makes people open your email.

You can think of this subject line in the same way as you think of headlines. And indeed, what you learned about creating headlines in Lesson 1 can be applied to creating subject lines.

Here are five tips to keep in mind as you create your subject lines:

- **Keep it short.** Different email clients display different subject-line lengths. You only have roughly 7-10 words of your subject line that will appear in many email clients. Some email clients allow the reader to see the rest of the subject line by hovering a mouse over it. You can't always count on this, as some email clients don't allow it and some subscribers won't do it. As such, keep your subject lines short so that most subscribers will see all or most of your subject line.
- **Make a big promise.** In other words, your subject line needs to offer some sort of benefit or pay off if the subscriber opens and reads your email. It needs to capture attention and get the click... and offering a benefit or solution is a compelling way to do it.
- **Arouse curiosity (if possible).** The subject line is short, so this isn't always possible. However, using words like “secrets” and “revealed” help arouse curiosity without taking up too many words on your subject line.
- **Use trigger words.** Refer back to Lesson #1 for a list of trigger words. The list includes words such as: you, secrets, how to, quickly, easily and amazing.

- **Personalize the subject line.** You don't have to do this with every subject line. However, doing it at least on occasion can help capture attention. To make sure the name doesn't take up too much of the subject line, you can insert the name at the end of the subject line. For example: "Did you hear the good news, [name]?"

Tip: The only way that you can insert the name in the subject line (or anywhere in the email) is if you asked subscribers to provide their first names when they joined your list. Usually, inserting the name is a matter of adding a bit of code into your subject line, such as [firstname].

The exact code you insert depends on the autoresponder service you're using. In virtually all cases however, the autoresponder service makes it easy. They either list the codes next to the message that you're creating or they give you the option to simply click on the code so that it's inserted automatically.

Now let's pull these tips together with templates and samples.

You'll note that some of these samples are similar to the sales letter headline examples, with the exception that these tend to be shorter.

Note: You'll find five more template examples just a bit later in this course.

Template #1: Good news for [group]...

- Good news for dog owners...
- Good news for hard gainers...

Template #2: Who else wants to [get benefit]?

- Who else wants more traffic?
- Who else wants to publish a novel?

Template #3: The most amazing [topic] secret...

- The most amazing fat loss secret...
- The most amazing Facebook secret...

Template #4: [Number] powerful/proven ways to [Get Benefit]...

- 10 proven ways to retire rich...
- 10 powerful ways to get more confident...

Template #5: My favorite way to [get benefit]...

- My favorite way to housetrain a dog...
- My favorite way to be a better putter...

Now that you know how to get your emails opened, let's talk about how to get them to read your content...

How to Create a Reader-Oriented Email

One of the big keys to creating emails that your subscribers read – thoroughly – is to make sure that your email is reader-oriented.

That is, you need to make your email about your readers and their problems... *NOT about you.*

This is a common mistake, perhaps because it's just natural for people to think of themselves. You may have a tendency to think of yourself as you compose the email messages, hence the reason the email may be slightly towards you rather than the reader.

The readers, however, are thinking about themselves and their problems – so they WANT the email to be about them, otherwise they're likely to get bored.

Let me put it this way...

Example: Let's suppose I handed a 1000-page book to you. If the book was about me, would you read it? It's doubtful. You may skim a few pages, but you're probably not going to read all 1000 pages.

Now let's suppose this book was all about you. It talks about your growing up years, how you touched the people in your life, your disappointments and your greatest accomplishments. Would you read this book? You bet – and probably every single word!

The same goes for your emails. Keep your focus on the reader and his problem, and he'll stick with you through every word.

A quick way to tell if your email is reader-oriented versus author-oriented is to look at the language you're using. If you're using a lot of words like I, me and

mine, then you may have a potential problem. Instead, you should be using words like you and yours.

The best way to explain this is by showing you examples. Consider these two...

Author-oriented Example: I'll teach you about dog training.

Reader-oriented Example: You'll find out how to train your dog.

Note: See the problem with the first line? The phrase "I'll teach" puts the focus on the author, not on the reader. Now compare that to the second line, which says "You'll find out" as well as specifically referring to "your dog." Together, this makes for a reader-oriented line of text.

Author-oriented: I know all about the pain of being fat. My jeans didn't fit. I hated trying on swimsuits. And it seems like I was winded all the time.

Reader-oriented: Can you relate? Your jeans don't fit. You hate trying on swimsuits. And it seems like you get winded all the time.

Now, this doesn't mean you should never talk about yourself or use words like "I" or "me." It just means that you should primarily focus on your reader. However, sometimes you'll focus – briefly – on yourself, such as when you tell a story about how you overcame a problem or how you developed a specific technique. Just make sure that you turn the focus right back to the reader as soon you finish your story.

How to Create Engaging Content

Be honest: Is your writing style interesting? Can you keep readers engaged and hanging on your every word?

Or does your text read a bit like a boring textbook?

Listen, it's NOT enough to simply offer valuable information to your prospects. You also need to engage them with entertaining writing. Simply put, if your writing fails to engage, then the number of subscribers who actually read your messages is going to decline sharply.

So how do you make your writing interesting? Like this...

→ Use Active Language

Passive language refers to any bit of text that doesn't have a specific subject performing a specific action. And nothing kills a reader's interest faster than passive language.

Let me give you an example...

Passive: The grass will be mowed.

The immediate question is this: Who will mow the grass? There's action in this sentence in the form of grass being mowed. But this sentence is passive because it doesn't tell us who's mowing the grass.

So let's write it using the active voice:

- You'll mow the grass.
- Jane will mow the grass.
- I'll mow the grass.

Let me give you two more examples:

Passive: Do more exercise and the weight will be lost.

Active: Do more exercise and you'll lose weight.

Passive: The dog should be walked five times a day.

Active: You should walk your dog five times a day.

Note that phrases like "will be" tend to be a red flag for passive language. Otherwise, if you can't determine who's performing the action in a sentence, then you've probably created a passive sentence.

Rewrite this, insert a subject to perform the action and you'll find it easier to get your readers' attention.

➔ Write Like You're Talking to a Friend

Another way to make your writing engaging is by writing a light, friendly conversational style.

Think of it this way: If you were explaining something to a friend, how would you do it? This is the same sort of conversational tone you should use in your emails.

You see, one common mistake that beginning marketers make is to try to impress their audience. And so they use big words, industry jargon and extremely formal writing (*because they think it makes them look smart*). But this sort of stilted writing tends to slow down the reader. And if the reader

needs to pause to figure out what a word means and/or what you're trying to convey, then you're going to lose his interest.

Need an example?

Read a story from a popular author like Stephen King. You'll get so absorbed in the story that you won't even think about how it's written. That's because it's written so well that you don't HAVE to think about – and that's a very good thing, because then you can get immersed in the story itself.

Now read something that's quite old, such as a Shakespearean play. Even if you find the story interesting, you'll probably have to pause from time to time to decipher some of the language. And these stumbling blocks will keep you from getting completely immersed in the story.

Same goes for your emails – if the reader needs to decipher it, he'll be focusing on the language, not on the content.

Fortunately, this is easy to avoid. In addition to writing in a conversational tone, you should also write at a lower level, such as one that a 12 year old could easily read. If you need an example of how to do this, just check your local newspaper, as most journalists create articles for easy reading.

Now let me give you two examples of how to make your writing easier to read:

Example #1:

- Original (using an uncommon word): The benefits derived from this nefarious tactic are ephemeral, thus I'd strongly advise you to not employ this method.
- Make it easier to read: Don't even try it – the tactic is dodgy and the benefits are short-lived.

Example #2:

- Original (stiff tone, long sentences): If, as many scientists suggest, you find that your metabolism has slowed down as you've become older, then you'll want to consider lifting weights as a means of building muscle and thereby increasing your metabolic rate. That's because your body requires a great deal of calories in order to properly maintain the fibrous tissue that is your muscle. If you begin to lose muscle over time as a result of age or perhaps inactivity, then you'll find that your body's metabolic activity will tend to slow down, perhaps noticeably and remarkably, as you get older.

- Make it more conversational: Has your metabolism slowed to a snail crawl yet? Scientists point a blaming finger at muscle loss that occurs naturally with age. That's because it takes a lot of energy for your body to maintain a pound of muscle – and that means you're burning calories like crazy, even when you're just watching TV. So if you lose muscle, then your metabolism drops like a lead ball in a swimming pool. Fortunately, there's a solution: Lift weights.

→ Spice Up Your Writing

Merely explaining a process can bore the readers. That's why you need to add elements into your writing that will keep them interested and help them better understand the topic.

These elements include:

- **Examples.** Don't just tell people what to do – give them an example so that they truly understand it. For instance, just look at the set of sales letter examples I gave you in Lesson 1. You received a complete set of example headlines, bullet points and more, so there's no guesswork required on your part.
- **Tips.** If you're offering a step-by-step procedure, then be sure to offer plenty of tips for success, preferably arranged in a bulleted list. Again, just look at this lesson you're reading for examples of tips presented in bulleted lists.
- **Analogies and metaphors.** Inserting analogies and metaphors work particularly well when you're trying to explain a complex or novel concept. That's because it allows you to connect with your readers by connecting the familiar with the unfamiliar.

Example: "A sales letter is like a love letter, because you need to impress and persuade your prospect in the same way you'd woo the object of your affection..."

- **Unusual language.** Just a moment ago I warned you against using words like "ephemeral" when a more commonly used word will do. However, that's not to say that you shouldn't use unexpected or even colorful language from time to time. If you do it sparingly, you can actually recapture a lagging reader's attention.

Example:

- Here's a normal sentence: I was nervous about my upcoming product launch.
- Now try something a bit livelier and perhaps unexpected: I was more nervous than a long-tailed cat in a room full of rocking chairs!

→ Engage Your Reader's Senses

Yet another way to engage your reader is by engaging their senses – all of them. That means that if you're telling a story or describing something, be sure to describe it using as many of the five senses as possible (taste, touch, smell, sight, hearing).

Examples:

- Smell: The kitchen smelled like freshly baked pumpkin pie.
- Sight: The sunrise painted the sky with brilliant red and orange brushstrokes.
- Sound: The motor roared to life like a lion.
- Touch: The hot sidewalk scorched my bare feet.
- Taste: The ice cream tasted like chocolate chip cookies.

→ Appeal to a Wide Audience

Different people prefer to get their information in different ways. Thus some people prefer text, some prefer pictures or videos and some prefer to learn through hands-on methods.

Now, I do suggest that you offer a variety of multi-media content to your readers, especially in later messages you send.

However, even when you're offering straight text content (*as is the case with the initial five-part mini course*), you can still connect with different readers by using language that appeals to a wide audience.

Let me explain...

There are three primary categories of learners:

1. **Vision-based.** Obviously, these are people who prefer to learn through visual means, but they also respond to visually based text.

2. Auditory-based. These people respond based to auditory information or auditory based text.

3. Kinesthetic/emotion-based. These folks prefer to learn through hands-on methods. They respond to touch-based and emotion-based language.

Now let me give you examples of the types of language each of these groups respond to:

Vision

- I see what you mean.
- I'll see you tomorrow.
- Your language is very colorful.

Auditory

- That's as clear as a bell.
- You'll hear from me again tomorrow.
- It was so quiet you could hear a pin drop.

Kinesthetic/Emotion

- Let's touch base next week.
- Do you feel me?
- I have a gut feeling about this.

Now, the key to appealing to a wider audience is to make sure that you sprinkle auditory, visual and kinesthetic language into your emails.

Ideally, you should have at least one of each in every email you send.

How to Create an Itch

Think about it: Most people don't like "unfinished business."

If they're watching a murder mystery movie, even if it's not all that great, they'll still watch through to the end just to see what happens. That's because curiosity gets the best of them.

You can use this natural tendency to your advantage. All you have to do is arouse curiosity at the beginning of your emails... but don't satisfy that curiosity until the end of the email. It's like creating an itch that your reader can only scratch by reading through to the end.

Let me give you two examples:

- Jack discovered a surprising food that raised his metabolism and helped him shed the last 10 pounds fast. Funny thing is, you probably already have this food in your cupboard. You'll discover what it is in just a moment, but first...
- Are you making the single biggest putting mistake that will actually kill your shots on the green? You'll find out just a bit later. But first...

See how that works?

You arouse the person's curiosity early on in the email, which compels them to keep reading. Just be sure that you do indeed finish your story or share the promised tip, otherwise you'll have disappointed readers.

Tip: In case you're wondering, the answer is YES - you can use this strategy across emails. Indeed, you should! By that I mean you should whet your reader's appetite and arouse his curiosity for your next email. That way he'll keep an eye on his inbox and he's sure to read the lesson when it arrives.

Example: "Keep an eye on your inbox, because next time you'll discover a common putting mistake that will add three or four strokes to your game! You won't want to miss it, so stay tuned!"

How to Format Your Emails

In just a moment you'll get five example emails that will show you exactly how to create your own mini course. But first, let me share with you a few important formatting tips...

➔ Determine the Right Length

You persuaded your prospects to join your list because you offered them some meaty content. As such, they're going to be disappointed if you send out 300-word emails. You might share a good tip, but this sort of email feels lightweight, more like a pitch than anything.

On the flip side, sharing 3000-word emails is a bit too long. That's an appropriate length for a special report (*which you may want to send to your readers on occasion*), but usually it's a bit much for an email.

If you consistently send out long emails, part of your target market will most likely stop reading them because it seems like too much work.

So what's the appropriate length?

For your initial email series, I suggest you stay within the 500 to 800 word range. That's long enough to share some good, meaty info – and yet short enough to hold your reader's interest.

Once you get past the initial mini course series of emails, feel free to send out emails of different lengths.

Example: Maybe one week you'll send out a quick 200-word tip. Maybe the next time you'll send out a 900-word article. Yet another time you may send out a link to a special report or even a video. This keeps your emails interesting – and keeps your subscribers on your list and anticipating your next issue.

→ Make the Emails Easy to Read

Earlier you learned about using simple words and a conversational tone, both of which make the emails easier to read. However, the way your emails appear to the reader can determine whether the subscriber will actually bother reading it.

Specifically: If an email merely LOOKS difficult to read, then it probably won't get read.

One of the biggest mistakes people make is to send emails that are long blocks of text (meaning very few paragraph breaks).

If you've ever seen this in an email, forum or on a blog, then you know that a wall of text is a turn off as it's decidedly difficult to read.

Most people won't bother – they'll simply close your email and send it to the trash can.

Here then are formatting tips to make your emails easier to read:

- **Make it short.** This includes short paragraphs, short sentences and even short words (e.g., no \$100 words, thank you very much). Need an example? Look at the way this lesson is formatted – you won't find huge blocks of text or even long sentences. It's all formatted for optimal readability.
- **Break out the bullet points.** If you find yourself listing something within a paragraph, consider using a list of bullet points instead. This increases readability as readers can see the main points of the list at a glance and they can choose to read more details if needed.

- **Create subheadlines.** These are benefit-laden headlines within the actual email. You can also think of it as a section heading. The point of these subheadlines is to draw in the eyes of skimmers so that they start reading the email. In addition, the subheadlines give just enough information that a skimmer gets the “gist” of your lesson without reading every word of it.

Example #1: Here’s an example subheadline you might find inside a lesson on dieting:

“Here’s a weight-loss secret I bet you didn’t know!”

Example #2: “Here’s a quick and easy way to lose 10 pounds...”

See how that works? These headlines draw the skimming reader in by promising a benefit and/or arousing curiosity.

- **Emphasize important text.** Another way to give skimming readers the gist of your lesson is by using other means of emphasizing text (aside from bulleted lists and subheadlines).

You can bold, highlight, italicize and underline font. You can make some font bigger or a different color. You can put arrows (--->) next to important points to draw in the reader’s eyes.

Note: If you’re sending HTML emails, you can insert graphics with captions.

➔ Offer Plain Text Formats

You’ll notice that I just mentioned HTML emails a moment ago. You can offer this format, but only if you also offer plain text formats. And when in doubt, offer text only.

Here’s why: Some people don’t have their email clients enabled to display images or certain HTML elements.

In earlier years this may have been due to people simply using older technology. Now, however, some email clients disable images and even HTML by default for security purposes. As such, if you offer HTML emails only, then some of your subscribers may be unable to see your messages.

➔ Use This Template

You may end up developing your own format and style for your lessons and other newsletter issues. However, here’s a basic template you can swipe...

[Identifier]

For example, "Nick James's Marketing Tips"

Hi [First Name],

[Reminder of what was in the last lesson.]

If this is the first lesson, then welcome the subscriber to the course and let them know what to expect in the upcoming lessons.

[Quick summary of what's in this lesson.]

Basically, share a benefit and whet the reader's appetite so that he keeps reading.

[Here you insert the actual lesson.]

You may include a soft sell for the product you're promoting within the actual lesson.

[Quick summary of what the reader just learned.]

You'll also want to encourage the reader to take action.

[Soft sell for the product you're promoting.]

Be sure it's directly related to the lesson you just shared.

[Quick summary of what's coming up in next time's lesson.]

Again, whet the reader's appetite so he'll be excited for tomorrow's lesson.

[Sign your name.]

[Add contact information, such as your email address.]

[Add a P.S.]

This is a good place to encourage the reader to take action, remind them of the next lesson or soft sell the product. If you do any of these things in the main body of the email, then generally you shouldn't do it in the postscript, as it will be too repetitive. The exception is if you soft sell something in the very beginning of the email, and then remind the reader about the product here at the very end.

["Housekeeping" stuff.]

Generally, your autoresponder will automatically insert required information at the very end of your email, such as your mailing address and the unsubscribe link.

Note: Do NOT put more than a couple blank lines between your postscript and the unsubscribe link, as many autoresponder companies frown on this practice.

Quick Summary

Now that you have a good idea of how to format your lessons for maximum engagement and readability, let's look at a full example of how to create a mini course. Read on...

Crafting Your Emails

You've learned a lot about how to select the content for your mini course and then create easy-to-read emails. Now it's time for a complete example.

The following mini course is called "Free Traffic Secrets," and it promotes the membership site over at Traffic-Fuel.com.

Below you'll find all five of the emails. Be sure to take a close look at the subject lines, the proportion of good content versus product promotion, how the products are promoted (softly, usually) and how the emails are formatted. Then think about how you can use these keys to create your own emails...

Tip: For our purposes, the "from" field will be as follows: "Nick James, Free Traffic Secrets." As such, the mini course identifier appears in the "from" field and will not appear in the sample subject lines.

First, let me give you the subject line templates, then you'll see how I used these templates in the examples below...

- The 3 Step Success System for _____
- The Easiest Way to _____
- Want _____? Here's My Secret Weapon...
- Three Ways to Speed Up _____
- The One Big Secret to _____

Email 1: The 3 Step Success System for Siphoning Google Traffic

Hi [First Name],

Welcome to Free Traffic Secrets!

I'm so excited about your decision to subscribe to this course. And that's because if you've ever wanted to discover the secrets of getting all the traffic you need – for FREE – then you're in exactly the right place!

Over the next five days you'll discover:

- How to get free traffic from Google – it's easier than you think!
- How to turn your content into traffic... and cash!
- How to get a boatload of traffic from a viral campaign!
- How to build a bigger list, fast!
- How to get more joint venture partners!

By the time you apply all five of the above tactics, you'll be swimming in traffic! So let's get started...

How to Get Traffic From Google

So you've heard about search engine optimization, and you'd like to try your hand at pulling in some targeted traffic from Google.

Fortunately, it's easier than you think. All you have to do is use my proven three-step system...

Step 1: Research Your Keywords

Before you can optimize your web pages or any content that you distribute to third-party sites, you need to first determine which keywords your market is already typing into the search engines. And you do this by inputting your major keywords into a tool like WordTracker.com. In return, WordTracker.com will give you a list of hundreds of related keywords.

Look through the results and you'll notice that some of these keywords have the potential to send a ton of traffic to your website. Problem is, the high-traffic keywords are also the most competitive, since every other webmaster in your niche wants to rank his site for them, too.

The solution?

Go after the low-hanging fruit, or what are referred to as longtail keywords.

These are the words that don't get a lot of traffic, but they also don't have much competition – that means you can get your content ranked for these keywords. And while one keyword may not get a lot of traffic, if you rank for several longtail words, then collectively the traffic adds up fast.

Tip: Look for words with a WordTracker KEI (keyword effectiveness index) value of at least 100. These are words that get traffic, yet have relatively few competitors trying to outrank you.

Step 2: Write and Distribute Optimized Content

Your next step is to write articles around these keywords. For best results, choose one keyword per article. Then include this keyword in your article title as well as one to three times for every 100 words of content. That gives you a keyword density of 1% to 3%.

Tip: Use a higher keyword density (3%) when placing the content on your own blog. Use a lower density on the biggest article directories such as EzineArticles.com.

Once you've created your ad, then distribute it in places such as:

- Your blog.
- Your Facebook page and other social media sites.
- Article directories, such as EzineArticles.com, GoArticles.com, IdeaMarketers.com, ArticleAlley.com and ArticleCity.com.

Step 3: Do a Link-Building Campaign

Google doesn't just rank web pages based on the keywords you include in your content. It also looks at whether other sites have linked to your site using your keywords.

Basically, it views these links as a "vote" from the other site. The more quality votes you have, the better your page will rank in the search engine results for your chosen keywords.

As such, that means you need to get as many quality, one-way incoming links as possible for sources such as:

- Article directories
- Blog directories
- Newsletter directories
- Niche directories
- Local directories
- Social media sites
- Other peoples' blogs and websites
- Forums
- Secondary blogs

...and any other high quality site from which you can get a link.

So there you have it: My easy three-step system for siphoning traffic from Google!

Your next step is to take action, because pulling in this sort of targeted free traffic is easier than you think. Give it a try to see for yourself just how well it works!

Meanwhile, keep an eye out for your next lesson, where you'll discover another way to turn your content into traffic... and cash!

[Sign off]

P.S. Listen, optimizing your content for the search engines is just one way to get free traffic. If you want to get more traffic then you know what to do with, then you need to check this out right now: www.traffic-fuel.com.

Email 2: The Easiest Way to Turn Content Into Cash

Welcome back to **Free Traffic Secrets**, [First Name]!

Last time you learned how to optimize and distribute your content as a means of pulling in targeted traffic to your website.

Now this time you'll discover yet another way to turn content into traffic and cash. Namely, through blogging.

But before we get to that, let me ask you something – did you get a chance to take a look at www.traffic-fuel.com yet? If not, I strongly urge you to do so right now. That's because it's the single best way I know to get all the free traffic you need. Check it out!

And now on to today's lesson...

Turning Content Into Cash

As you learned in the last lesson, you can distribute your optimized content to article directories to pull in traffic from the search engines. However, whenever possible it's always best to use your content to build your own properties (rather than building up someone else's). That's why you need to start blogging!

Yes, you can put optimized content on your blog to pull in traffic from the search engines. But you can also post "link bait" (controversial, funny or extremely useful posts), which gets people linking to and talking about your post – and that means more traffic!

Plus, you can respond to other peoples' blog posts using trackbacks, which again means even more traffic for you!

Don't yet have a blog set up? Here's how to do it in three easy steps...

Step 1: Install Your Blog

If you don't yet have a domain name or web hosting set up, then I suggest you get your domain from NameCheap.com and your hosting from HostGator.com.

The reason I suggest you use a host like HostGator.com is because they use cPanel (control panel), which is a dashboard where you can run your website with just a few clicks. One of the tasks you can do with cPanel is installing your blog. Here's how:

Step 1.1: Log into your control panel by going to www.yourdomain.com/cpanel (where "yourdomain.com" is your actual domain). Use the username and password HostGator.com gave you in your welcome email.

Step 1.2: Scroll down to "Software/Services" and click on "Fantastico De Luxe."

Step 1.3: Click on "WordPress" under the blogs heading (left side of your screen).

Step 1.4: Now you can fill in the form and follow the prompts to install your blog. Be sure to write down your username, password and the link to your WordPress dashboard.

Step 2: Customize Your Blog

Your next step is to log into your WordPress dashboard so that you can customize your blog. At a minimum, you'll want to change the design of your site so that you're not using what's called the default theme.

To change is, log into your dashboard and click on "Appearances" and then "Themes" (which are found on the left side of your dashboard). You'll now see options for different themes you can view and install. When you find one you like, click the "install" button next to your chosen theme.

Tip: If you know a little about HTML, you can further customize your blog by tweaking your theme using the theme editor. Don't take this step unless you have some familiarity with HTML and CSS.

Step 3: Start Blogging

Now you're ready to start adding content! Simply click on "Posts" on the left side of the dashboard, followed by "Add New." You'll then be taken to your posting screen, where you can input a blog post into the text box, add a title and click "Publish" to have it go live on your site.

For best results, post a variety of content on your site. This includes:

- Articles that are optimized for the search engines.
- Link bait posts.
- Trackback posts.
- Posts of varying lengths.
- Different types of posts, such as "how to," short tips posts, lists of resources, videos, links to other content (like reports), etc.

The second key is consistency. The more content you have, the more fodder for the search engines and the more "sticky" your site is. So go ahead and install your blog today – then get posting!

[Sign off]

P.S. Tomorrow you'll find out how to create a buzz in your niche – you won't want to miss it!

Email 3: Want to Create a Big Buzz? Here's My Secret Weapon...

Welcome back to Free Traffic Secrets, [First Name]!

Yesterday you learned how to use a blog to get more traffic. Now this time I want to talk about a "snowballing" method of getting traffic: Namely, by creating a viral campaign. Read on...

How to Create a Buzz

You've seen those viral videos get forwarded to your inbox. And then there are the viral reports that enjoy a huge buzz on forums, blogs and Facebook. These sort of viral campaigns not only generate a lot of buzz, they send an avalanche of traffic to their intended websites.

So maybe that has you thinking – how can YOU create that kind of buzz for your own business?

Now, there are plenty of ways to do it, including:

- Sharing a viral report.
- Offering a useful tool for free.
- Distributing a viral video.
- Doing a publicity stunt.

And so on. Point is, if something is novel, controversial or extremely useful, you can create a buzz.

For the purposes of our discussion, however, let's look at the viral report.

Here are the five factors that every viral report must include:

- 1. Must be buzzworthy.** Your report needs to be entertaining and engaging. Beyond that, it may be controversial (even offensive to the point of polarizing your audience) or humorous or something that's unique and useful.

Point is, it can't be everyday content. It needs to be different. And it needs to touch an emotional button in your prospects so that they

start talking about it. That's why many marketers use controversial content for these purposes.

- 2. It's easy to share.** Don't make your prospects jump through hoops (like joining a list) in order to get their hands on your report. Make it freely available and it will spread across your niche much more quickly.
- 3. It's easy to consume.** Keep it relatively short. That's because people are unlikely to read a huge "War and Peace" ebook, even if it's full of good content. Make it short enough for someone to consume in under 30 minutes.
- 4. It includes a call to action.** That's right, you need to actually tell people to share the report.

Example: "Do you know someone else who could benefit from this exciting strategy? Then be sure to forward this report - they'll thank you for it!"

- 5. People have an incentive for sharing it.** At a minimum, sharing the content with friends should make the sharer look like a hero. But another way to encourage sharing is by offering a financial incentive, such as the ability to change the links in the report to the sharer's affiliate links. You can do this quickly and easily using www.viralpdf.com.

And there you have it – the secrets of getting other people to pass along your marketing message! This traffic strategy is powerful and it's free – but it's just the tip of the free-traffic iceberg. To discover even more ways to get traffic, go to www.traffic-fuel.com – your traffic logs will thank you for it!

[Sign off]

P.S. Keep an eye out for tomorrow's lesson, where you'll learn how to super charge your list building!

Email 4: Three Ways to Speed Up Your List Building...

Hi [First Name],

Welcome to Lesson 4 of the Free Traffic Secrets series!

Last time you learned the secrets of creating a buzz. This time you'll discover how to quickly and easily build one of your most profitable assets: The mailing list.

But first, I'd like you to do me a favor. Take a moment right now and go to www.traffic-fuel.com. Simply put, it's the best place to discover a fresh, proven traffic strategy every month.

Listen, traffic is the fuel of your business. Run out of fuel, and your business dies. Don't wait until you're desperate for traffic before joining. Join today... and you'll start enjoying results more quickly than you ever thought possible! Check it out, because you won't be disappointed!

And now let's get to today's lesson...

Three Ways to Speed Up Your List Building

Everyone says the money is in the list. But often times beginning marketers struggle to build a list.

If this sounds like you – or if you'd like to just skip the learning curve and get straight to the list profits – then follow my three tips for lightning-fast list building:

1. Offer an Incentive.

People really aren't all that interested in just joining your mailing list. That's why you need to give them a reason to do so. This reason may include a free report, free video, free software, free access to a webinar or something else equally valuable and desirable.

2. Polish Your Opt-In Page.

One of the quickest ways to increase your conversion rate is to polish the sales letter on your landing page.

Think about it – if you have a mediocre sales page, you may only be getting 10 subscribers for every 100 visitors that come to your site. But imagine getting 25, 40, 50 or more subscribers for every 100 visitors. And imagine making \$1 per month for each of these subscribers! It adds up fast when you have a high-converting sales page!

Not good at copywriting? No problem. Just go to elance.com, post a project, do your due diligence and hire a professional copywriter to boost your response rate. It's well worth the investment!

3. Focus on Targeted Traffic.

Do you know what will drag your conversion rate down, even if you have a great sales letter?

Just this: Untargeted traffic.

Example: Just imagine how many people would sign up to a gardening newsletter if you were driving traffic from a ringtone forum. Not very many, right? Of course not – the traffic simply isn't interested in your offer.

That's why you need to put 100% of your advertising efforts on driving targeted traffic.

So if you have a weight loss newsletter, then advertise on weight loss forums. If you have a car restoration newsletter, then do joint ventures with bloggers in the same niche. Or if you have a poodle training newsletter, then optimize your content for poodle-training keywords.

Sure, these three tips seem simple, but they're extremely powerful once you implement them. Go ahead and put them to use today.

Then go to www.traffic-fuel.com to discover all sorts of proven ways to get your website swimming in targeted traffic!

[Sign off]

P.S. Next time you'll learn all about one of the most powerful ways to get highly targeted traffic that converts like crazy – don't miss it!

Email 5: The One Big Secret to Getting More JV Partners

Welcome back to the [Free Traffic Secrets course](#), [First Name],

Today is the last day of the course – but it's not the least. Indeed, I've saved the best for last.

In just a moment you'll discover one of the single best ways to drive huge amounts of hungry, cash-in-hand customers to your website.

That strategy? Joint venture marketing.

A joint venture (JV) happens when two or more marketers join forces for mutual benefit. Examples of JVs include:

- Affiliate-style partnerships, where one partner promotes the other partner's product for a commission.

- Co-promotions, such as promoting each other in your respective newsletters.
- Guest blogging. Both partners get fresh content and backlinks.
- Endorsement swaps. Here the partners endorse each other in a variety of places, including download pages, subscription confirmation pages and more.
- Product creation. The partners can create an ebook together, split costs on something like software or get on the phone to hold a joint teleseminar.

Those are just a few examples, but most any mutually beneficial activity would make for a good joint venture.

Now here's the thing...

Many folks who're new to doing joint ventures really struggle with getting their prospective partners to say yes. These marketers will send out an email, and hardly anyone will bother replying (much less responding affirmatively).

So what's the secret of getting an explosion of positive replies? Just this: Build relationships FIRST!

Think about it – are you more likely to do a favor for a friend or for a random stranger on the street?

If you're like most people, you'd choose the friend over the stranger. And so would your prospective joint venture partner. That's why you need to become a friend first (*or at least an acquaintance*) before you even think of doing a JV together.

So how do you do this?

How do you get your foot in the door so that you can start building a relationship?

Here are five ideas:

- 1. Become the marketer's affiliate.** If you make a lot of money for this prospective partner, he's likely to recognize your name –and he's likely to respond to your initial contacts.
- 2. Blog about the marketer.** Have you ever noticed that some marketers almost always show up when someone mentions their name on a forum, blog or elsewhere? Chances are they have a Google

Alert set up. You can take advantage of this by creating a positive blog post about a prospective partner – those who have alerts set up and/or those who Google themselves regularly are bound to see it.

- 3. Meet the marketer at conferences.** You can get more on in a 10 minute personal conversation than in a typical email exchange. So don't be afraid to go out and make real connections.
- 4. Ask someone else to introduce you.** Do you know someone who knows a potential partner? Then ask for a personal introduction – it's an easy way to get your foot in the door!
- 5. Get on the marketer's radar.** Sometimes it's hard to get a big marketer's attention. However, if you release solid products and make a name for yourself, even the big marketers will take notice. And once they recognize your name, then it's easy for you to contact them!

And there you have it – my biggest secret for landing more joint ventures.

But listen, this is just one way to get traffic. Imagine putting together a traffic battle plan that pulls in almost unimaginable traffic 24/7. How quickly could you build your list? And how much money would you make?

Now you can find out the answers to these questions! Just go to www.traffic-fuel.com – and do it now before your competitors do!

[Sign off]

P.S. Hurry, you can still take advantage of the special introductory membership offer -- so go to www.traffic-fuel.com and join now!

Final Step: Loading Your Autoresponder

As mentioned earlier, you should space your emails one day apart. That's because your prospects are "warmest" (and thus more likely to buy from you) right after they join your list.

So spacing the messages one day apart keeps your name – and your offers – in front of your prospects for nearly a week!

If you didn't create placeholder messages when you created your autoresponder account, then follow these instructions for adding messages to your email series:

<https://help.aweber.com/hc/en-us/articles/204029916-How-Do-I-Create-A-Follow-Up-Message->

If you'd like to use Aweber's email templates to create these emails, then check this out:

<https://help.aweber.com/hc/en-us/articles/204030156-How-Do-I-Use-The-Email-Templates->

Then be sure to test your autoresponder sequence thoroughly before going live. That means going through the subscription process as well as sending test messages to yourself.

Note: Be sure to click on all links to make sure they work.

Quick Summary

Did you notice the different ways that these five email examples soft-promoted the offer? Feel free to model these emails for your own mini course.

Now let's wrap things up...

Conclusion & Homework

Congratulations – you’re now one step closer to creating a high-converting, profit-producing mini course!

To that end, let’s quickly recap the high points of this lesson:

- ✓ You learned how to decide what to write about.
- ✓ You found out how to create subject lines that get your emails opened.
- ✓ You learned how to create engaging, easy-to-read content that keeps your prospects’ eyes glued to your emails.
- ✓ Plus you received a full set of example emails around which you may model your own mini course!

Your next step is to take action...

Action Step and Homework

Please send all five of your emails for me to review.

Then keep an eye out for your next lesson, where you’ll discover how to tweak your emails for greater profits!

Stay tuned!

Introduction

Welcome back to ***The L.I.S.T. System e-course!***

Last time we covered *Information*, which is where you learned how to create the content for your mini course emails. And while I gave you examples that included pre-sells within the emails, we didn't specifically talk about how to use these emails to promote products.

That's what you'll learn about this time as we discuss *Strategy*.

Lesson #3: Strategy – How to Convert Prospects Into Paying Customers

Learning how to get existing subscribers to take action and buy (or get existing customers to take action and buy again!) is a necessary ability if you are going to make money from your list.

You see, if there is one skill that every person who publishes to a list needs to master, it is the “*art of follow-up*.”

Unfortunately, very few people know how to do this well. Even most “*experts*” don't do it as well as they could.

So, that's what we're going to talk about in this lesson. Specifically, you're going to learn a two-part strategy:

- 1. Conversion:** This is where you'll learn how to convert your subscribers into buyers NOW... in your initial five-part mini course.
- 2. Creation:** This is where you'll learn how to create additional content to turn subscribers into buyers, and buyers into repeat buyers.

Let's get started...

Conversion

What I want to teach you is how to effectively use your mini-course in order to get those who subscribe to it to buy from you.

It doesn't matter if you use the mini-course to convince someone to buy your own product, buy someone else's product through your affiliate link or buy a product that you've purchased reprint rights to sell.

The purpose of the mini-course will be to get subscribers to buy a single product that earns you money.

I've never publicly shared what I'm about to teach you – only my coaching clients have learned the 7 fundamentals that I'll be covering, so let me point out that you're getting privileged information that very, very few know.

7 Maxims for Money-Making Mini-Courses

We're going to cover "7 *Maxims for Money-Making Mini-Courses*".

A "maxim" is simply a fundamental principle. These are seven fundamental principles for creating mini-courses that get subscribers off the fence and into buying mode.

And maxim number one is...

1. Push different "hot buttons" with strategic content.

Getting subscribers to buy as a result of reading your mini-course begins with strategically using your content – in other words, your articles.

The biggest mistake most people make is simple throwing together their content. The general mindset seems to be if it's good content and if its related content, then that's enough.

It's NOT enough.

While giving away useful content that is related to the product you are promoting will get some people to buy, there is a much more effective way to get **MANY** people to buy.

And that way is actually quite simple: Use your lessons to push different "hot buttons".

I want you to ask yourself two simple questions right now:

- Why would someone want to buy the product you are promoting?
- What are the benefits of using the product?

When you determine the answers to those two questions, it is extremely easy to convert subscribers into paying customers. All you need to do is focus your mini-course lessons on those key benefits.

Let me give you an example:

Example: Suppose you've got a product that teaches "how to lose weight". Let's ask ourselves those questions: "Why would someone want to buy the product?" "What are the benefits of using the product?"

Well, if someone loses weight, there are a variety of benefits...

- They'll feel better.
- They'll look better in their clothes.
- They'll be healthier.
- They'll impress their friends.
- They'll avoid the "fat" jokes.
- They'll have more energy.
- They'll be happier.

We could go on and on and on in identifying benefits. So, we've got this list – now what?

Now, we use each of the mailings in the mini-course to highlight the benefits of making the purchase of your product!

You can write 5 articles that are specifically centered on five of the benefits.

Example: "How to Lose 5 Inches Around Your Waist" could focus on "looking better in your clothes". Another article could share, "3 Ways to Raise Your Metabolism" and could focus on "having more energy".

See how this works?

Another option would be to make comments before and after the article of the day that specifically reference a "hot button".

Example: "Before we get into today's lesson, I wanted to let you know that I got my annual checkup yesterday and I'm completely healthy! Losing that extra 10 pounds lowered my blood pressure back to "normal" range. I started using Nick's Diet Program to fit into my dress again and ended up with normal blood pressure for the first time in years!"

A variation to that would be to weave in testimonials from satisfied customers into the beginning or ending of each day's message that focuses on these "hot buttons".

Example: "Dear Nick, I just wanted to let you know that my husband has been coming home early from work since I lost 17 pounds after using your program! Our love life is better than ever ... thanks!"

There are many different ways to do it. The important thing is to make certain that something – whether it's the article itself, your comments, a testimonial – something in each day's lesson focuses on a different "hot button" related to the purchase of your product.

This is an incredible way to get people to buy. Why? Two reasons...

1. The more benefit they see in making the purchase, the easier it is to justify making the purchase.
2. The more benefits you present, the more likely you'll find the one "hot button" that is especially important to them.

Help the reader "visualize results".

Maxim #1, principle #1 is "push different 'hot buttons' with strategic content". That brings us to number two which is...

2. Encourage reader "consumption" of content.

I don't care how strategically you set up your content, if the subscriber doesn't actually READ the content, it doesn't matter.

In order to be successful with your mini-course, *you must get your subscribers to "consume" your content.* In other words, "read" your messages.

Now, there are a variety of ways to get this done. I'm going to quickly share five of my personal favorites that have been very effective for me in converting subscribers into paying customers.

- **REMIND subscribers of upcoming messages.** This is one of the best ways to create anticipation ... which leads directly to consumption. If you repeatedly make reference to some very appealing revelation that you're going to make in an upcoming lesson, most subscribers will tune in to that lesson.

In one of my latest mini-courses, I told subscribers:

I also want to give you a major "heads up" about an email that I'm planning on sending you tomorrow. It's not part of the "Mini-Course", but it is the most important lesson that I know of in order to make money online.

Yeah, it's really THAT critical.

So, when you check your email tomorrow, look for this subject line...

[ProfitPullers] Most important lesson I've learned

If you don't read anything else in the entire series, read this email.

Now, do you think that many people would keep an eye out for that particular message? Of course they would. And that's the entire purpose.

Now, I know I've got their attention for at least this specific message – I can fire my biggest gun. Whatever is most important to the success of my mini-course can be done on this particular lesson because I know the majority of my subscribers will be tuning in.

Remind subscribers of upcoming messages. Specific titles of messages, a revelation, a monumental announcement, a special offer – something that is appealing that is yet to come. That will keep them from unsubscribing and even looking for your messages.

- **REVIEW previous messages.** Not only do you want your subscribers looking forward, you want them looking backward as well. Every message in your sequence is important, so you want your subscribers to read as many of them as possible.

One of the best ways to get them to do this is to use a simple phrase: "*Yesterday I shared*".

Example: "Yesterday I shared my top secret method for adding 100 new subscribers to my list every single day".

Now, if you didn't read yesterday's lesson, do you think you'd go back and take a look at it now? Of course. The idea is to review what you shared in an earlier lesson, specifically pointing out something of high appeal or significance.

And another good idea is to let the reader know where they can obtain the previous lesson if they need to get a copy of it. I like to post it to my website and provide them with a link to the lesson.

Example: "If you missed that lesson, you can grab it at:
<http://www.blahblahblah.com/blahblah.html>"

- **REINFORCE** the necessity to print the messages. If at all possible, you want your subscriber to print out your mini-course lessons.

Why? I'll let you answer that – how many emails do you have in your inbox? How many printed messages do you have next to your computer? Enough said.

Subscribers are MUCH more likely to read your entire message if they print it out.

One of the things that I do is publish my lessons at my website. And then I include this short message in my emails to my subscribers...

Jimmy here with lesson number 3 in the Mini Course Model course. You can access it now at...
<http://www.blahblah.com/secret037.html>

Note: The link will be changed shortly to prevent unauthorized sharing of the URL, so go print out the lesson now in order to make certain it's available.

Again, more consumption.

- **REFORMAT** one or more messages. Somewhere along the way, change up the format of one of your messages. Make it a video. Or an audio message. Password protect it in a member's area.

Why? Because it's DIFFERENT. And different stands out. And if something stands out, we're more likely to take a closer look.

I like to alter the delivery method of at least one of the messages in my sequences to either an audio or video presentation.

- **REPACKAGE** all messages. At the end of your sequence, place all of the messages into a PDF file and send it out to subscribers. Chances are, they'll not have read all of the messages – this gives them yet another opportunity to do so.

And a PDF file has a much longer shelf life than email messages or pages at a web site. It is much more likely the PDF file will be referred to again sometime in the future.

So, those are five really good ways to encourage consumption of your mini-course, which, ultimately, is going to lead to more profit.

3. Establish an interrogatory discussion.

At some point in the mini-course sequence of lessons, you need to confront the subscriber with the question, "Why haven't you purchased the product?" You'll want to phrase it appropriately as it relates to your specific offer.

- Why haven't you grabbed a subscription?
- Why haven't you joined us?
- Why haven't you become a member?
- Why haven't you ordered a copy?

Now, I'm NOT in favor of some people's tactics of getting in the subscribers face and saying things like, "*Why haven't you joined? Don't you have what it takes? Don't you want to succeed? If you aren't willing to buy this, then you're going to fail.*"

I know for a fact that this kind of approach works, but I just don't feel comfortable with anything that might belittle the subscriber or do damage to my integrity or harm the relationship I'm trying to build.

What I want to do is get into the subscriber's mind and find out what they're thinking. If I can figure out what's keeping them from making a purchase, in many cases, I can do something to remove that barrier.

Example: If I'm selling a \$297.00 product and find that many people can't afford that, I can make a payment plan available.

Finding out why people are saying "no" makes it much easier to plan a strategy to get them to say "yes".

The key here is *timing*. I like to add this into the sequence after I've shared at least three useful content-rich messages.

- If you start this discussion too early in the sequence, the subscriber will not have received enough useful information from you – and they might unsubscribe, sensing you're only interested in getting them to spend money.
- If you start this discussion too late in the sequence, then you won't have as much selling power to keep them subscribed. I.E. "In tomorrow's lesson, I'm going to share..."

You have to realize, it's ALL about the subscriber. It's not about you and what you want and the money you're going to make when they buy from you.

It's about getting into the lives of those on your list, learning what's important to them, where they're at and what they're thinking.

That's valuable information to possess.

An interrogatory discussion is important to include in your mini-course sequence.

It's important because it allows you to learn what's holding people back from buying, and then remove that obstacle.

It's also important because it forces the reader to identify why they haven't made the purchase.

For many, it will force them to make a decision to get off the fence and do something proactive because they'll realize they don't really have a legitimate reason to resist.

I said before, all people really need is a reason to justify their purchase. One way to get them to that point is to remove any reason they have to justify not making the purchase.

I ask this: *"What would it take to get you to join me?"* And if it's within my power to make it happen, I make it happen.

Because this is so important – so important – I want to share an exact mailing that I have in one of my sequences that uses this strategy. It's been incredibly effective and I want to read it to you now...

```
-----  
Hi {!firstname},
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```
This is a special email and there are a couple of reasons why.
```

```
Firstly, I'm going to reveal the "most important lesson I've  
learned" about making money on the Internet.
```

```
Secondly, I'm going to EXPECT you to respond to this email and  
answer a simple question for me.
```

```
Okay?
```

```
Let's talk - just you and me.
```

```
I've been incredibly successful online. My house is paid for  
(A nice five bed house in a sought after semi-rural location  
with a large garden, koi pond with waterfall, detached office  
building with a built-in recording studio...I'll share pictures
```

later ☺). My Jaguar is paid for. My 28 foot Autotrail Motorhome is paid for.

I'm debt-free. I work about 3 hours a day. And I make more money in a month than 90% of folks make in a year.

I spend most of my time traveling at home and abroad, relaxing and being involved with various charities and youth projects.

I've been blessed and I am thankful.

And I know - I know without a doubt - that I am to do what I can do to help others achieve what I have achieved.

I want to help Y-O-U.

Now, I'll be honest, despite my success, I only have twenty-four hours in every day. I am limited in the amount of time that I have.

And there are literally thousands of other people on my list that I'd like to help ... just like you.

So, it's physically impossible for me to work with everyone on a one-on-one basis. I just don't have the time to do that. So, I've done the next best thing.

I started Traffic-Fuel.com in order to give back. And I've priced it at only \$20 a month in order that anyone, regardless of their budget, can know what I know.

And so, I'm wondering, why haven't YOU joined yet?

(If you have joined, read on anyway because this all relates to the "most important lesson" that I'll explain shortly)

Seriously, what's holding you back?

- ** Can you honestly not come up with \$20 a month?
- ** Do you think it's not "valuable" since it's inexpensive?
- ** Is there something about me that you don't believe?
- ** Have you been burned before by all of the scammers out there?
- ** Did you try something else that didn't work out?
- ** Are you afraid the content is rehashed and outdated?

Let me know what you're thinking.

I honestly see no legitimate reason why you shouldn't become a member of Traffic Fuel right now, today - and start giving

yourself the much-deserved chance to fulfill your financial dreams. Maybe I'm overlooking something here.

I would appreciate it if you'd hit the REPLY button right now and let me know why you haven't joined.

Now, the lesson...

The surest way to success is to find and eliminate any barriers that are in the way of success.

The average conversion rate at most sales pages is 2%. That means 98% of the visitors walk away without buying.

I don't know about you, but I'd like to know WHY.

Wouldn't that be valuable information to possess?

- * If the price is too high or low, you can adjust it.
- * If your claims are unbelievable, you can tone them down.
- * If you don't have any proof, you can add testimonials.
- * If the format isn't appealing, you can switch formats.

When you learn why the majority of folks don't order, you can make changes to get more of them to buy.

It's this simple: remove obstacles on the path to your order button... that's how you get more people to buy.

So, YES, in being completely truthful with you, I'd like to know why you haven't joined **Traffic Fuel** in order to remove that barrier and convince you to join.

But, not just you - many others like you.

And, not just to get your money. To help you. It doesn't matter how much I know and how much information I share inside the members' area and all of the tricks and shortcuts I possess. If you are sitting on the outside looking in, it doesn't help you.

I've been incredibly successful online. And I honestly believe I can help you become successful too.

If that interests you, join **Traffic Fuel** right now and let me show you stuff what maybe 10% of marketers out there know about getting traffic: <http://www.traffic-fuel.com>.

And if - for whatever reason - you decide not to join my inner circle, I'd at least like to know what that reason is.

I've been honest with you. Will you be honest with me?

Join at <http://www.traffic-fuel.com> ... or hit your REPLY button and let me know what's on your mind.

I'd love to hear from you.

Best regards,
Nick James

P.S. Lesson #4 is coming your way in 24 hours.

It's sincere. It's useful. It's effective. Every mini-course sequence needs one. Moving on to maxim number 4...

4. Refute all angles of resistance that hinder a “yes” decision.

If you've been paying attention – and I know you have 😊 - you now realize that you have just figured out the basic reasons why people resist ordering the product you are promoting in your mini-course.

You just asked them. Over a period of time, you'll get a **really good picture** of the top reasons why people don't buy, based on the responses you get from your subscribers.

So, now it's time to make some adjustments to your mini-course to refute those objections before they are even made. Once you know why the majority of people aren't buying, you can strategically alter your mailings to eliminate many of those barriers.

Let me give you some examples:

- If you find out many of your subscribers can't use Paypal, begin offering an alternate option for payment.
- If you find out many of your subscribers can't afford a high priced product, begin accepting a multiple payment plan.
- If you find out many people don't believe your claims, begin offering additional proof, testimonials and other supporting evidence ... or tone down some of your claims.
- If you find that many of your subscribers feel like it will be too difficult, begin emphasizing how simple it is or stress how even beginners can use it.

- If you find that many of your subscribers don't think they have enough time, begin illustrating how quickly it can be accomplished.

Now, you can refute these "excuses" in several ways:

- **Openly discuss the main issues in individual lessons.** In other words, actually bring up the reason and dispute it openly.

Example: "By the way, I had someone ask me the question yesterday - 'I'm completely new, can I do this?' And the answer is YES! It's perfect for..."

- **Make offers that silently address the concerns.** In other words, you don't actually say anything about the concern but rather present some kind of offer that will eliminate it.

Example: "How would you like to 'try it before you buy it'? I've setup a special link below to give you a completely free 3-day trial."

- **Create a resource that "trains" while opposing.** This one is especially effective. The idea is to create an article or short report that is offered as "training" that works to disqualify the top resistance excuses.

Example: "7 Steps to Success Online" might have as step one "Invest in your education" where you'd talk about how all careers, whether a job at McDonald's or an attorney, requires training. And you'd stress how investing in a course is much less expensive than going to college or some other type of career training. Your free training article or report actually refutes the common points of resistance.

By eliminating or at least minimizing the main reasons why people aren't buying from you, you should see an immediate spike in your conversion.

Okay, up next we have principle number 5 here, maxim number 5, which is...

5. Mention unadvertised bonus offers.

One of THE best ways you can get people to buy your product is to offer an additional incentive that is not mentioned in any other sales materials.

I can always tell when subscribers get to a specific lesson in my sequence because there is an immediate boost in orders as a result of a special unadvertised bonus that I mentioned in that particular lesson.

It works something like this...

```
-----  
Dear {!firstname},  
  
How would you like to personally ask me any question you want  
about making money with your Internet business? Seriously -  
ANY question you choose and I'll answer it.  
  
Well, I've decided to make this available to anyone who joins  
ibusinessowner.com within the next 24 hours.  
  
If you join ibusinessowner.com today, I will include a  
personal, one-on-one consultation with me. I normally charge  
$495 per hour, so you can see how valuable this is.  
  
It's not mentioned elsewhere - it's a special offer that I'm  
making available for you. All you need to do is join  
www.ibusinessowner.com and then request your personal  
consultation with me.  
  
Any questions? Please let me know.  
  
Best regards,  
  
Nick James  
-----
```

Now, your bonus can be anything as long as it is appealing and related to the primary offer in some direct way.

It should be some "extra" bonus that isn't mentioned on your sales letter or any place else. That's what makes it attractive.

Note: Also, I don't know if you realized it or not, but I want to point it out, the bonus that I just mentioned REFUTES ONE OF THE RESISTANCE POINTS that I receive from subscribers! Quite a few of my subscribers mentioned that they are concerned if they have questions, no one will be available to help them. See how this works?

***Not only do you offer an additional incentive which
will boost your conversion, but you also use that bonus to refute
one of the "excuses" people give for not buying!***

What an incredible idea for getting more subscribers to buy.

And if you can work in a legitimate deadline or limit to instill a sense of urgency, your orders should increase substantially.

Every mini-course should have a compelling, appealing “unadvertised bonus” offer – some kind of additional incentive – to convince people who are on the fence to take action.

That brings us up to maxim number six...

6. Include “stealth” solo mailings.

While there are certainly times to send out full-blown solo mailings to your lists – even mini-course lists – I like to reserve those for AFTER the lesson sequence is over, which we’ll talk about later.

However, DURING the regular sequence of mailings (I.E. the lesson articles) I’ve seen great results in using what I call “stealth” solo mailings.

Defined: “Stealth Solo Mailing”

A “stealth” solo mailing is a mailing to your list which appears to be something different than a promotional mailing. It is, in fact, a promotional mailing, but it is presented as something that isn’t sales oriented.

Let me again refer to a real example...

Hi {!firstname},

I hope you've had time to review yesterday's lesson, "How to Increase Your Weekly Orders in One Quick and Easy Step".

If you didn't receive a copy of it due to the filters, or you haven't read it yet, I encourage you to drop by <http://www.blahblahxblahblah.com> and print it out for reading at your convenience.

Or, if you missed any of the previous lessons, let me know and I'll forward you the information again.
Also, did you have any questions about the lesson? If so, don't hesitate to email me.

The next lesson in the series is coming your way tomorrow. It's one of the most important tactics I've learned since I

began selling products online back in 1997. It's entitled, "How to Automatically Get Your Customers to Spend More Money."

Look for it in less than 24 hours.

Also - I've got some BIG NEWS about...

(I launch into a sales presentation here)

Do you see how this solo mailing "appears" to be reminding the subscriber to read yesterday's lesson and previews what is coming in tomorrow's lesson (both consumption tactics, remember?!) ...but that's *not* the purpose.

The purpose is to present my "big news" which is a sales oriented message.

So, why not just write an ad and send it? Why use this "stealth" approach?

Nothing gets "unsubscribes" faster than repeated sales messages with no content.

This type of solo mailing is different. It's not deliberately "in your face". It does have some relevant information in that it helps the reader get the information they requested from yesterday's mailing in case they missed it. It offers assistance for questions.

It's, to a point, helpful.

And instead of being in a defensive mindset to read the remainder of the message, the reader is generally receptive.

And that's what makes all the difference.

Think about it – if you think someone is going to try to sell you something, what happens?

That reaction doesn't change simply because it's an email instead of a face-to-face encounter. People get defensive if you're pushy or if they think you're going to get pushy.

Set them at ease and you'll get a much more receptive audience for your offer.

- Point them to previous lessons.
- Answer questions.
- Offer assistance.
- Give other free materials.
- Share personal results.
- Mention useful resources.
-

Use the early part of this "stealth" solo mailing to focus on what the customer wants.

Use the latter part of this "stealth" solo mailing to focus on what you want.

That, by the way, should be your business philosophy: customer first.

And sales will follow.

And now that final maxim...

7. Point to other additional, related content.

There comes a time at the end of your sequence of lessons where most subscribers will either have already bought your offer or they probably aren't going to.

Either way, you've got much more money to make.

While I don't appreciate "freebie seekers" (those who only want you to invest in them and they never want to invest in you – I just don't appreciate a one way street) I live by a simple philosophy:

**If I can't get them to take Option A,
I want to leave the door open for them to take Option B.**

That being said, it's irresponsible to build a mini-course list and then let it go stagnant after your initial sequence of article lessons has been completed.

You've got the list, so make certain you continue to add to it!

Begin loading additional content messages to the sequence.

- Point the subscribers to other articles, mini-courses, special reports and materials you have elsewhere.
- Re-brand content from other people that you can customize with your affiliate link and give away.
- Invite subscribers to visit your blog or join an additional list.
- Write new articles to add to the sequence.
- Embed solo mailings to promote various offers.

All of these things should be with the same purpose: to provide useful content that points towards an offer.

Note: Now, I do want to say this... always, always, always let your subscriber know your intention and give them the option of removing themselves from the list should they decide they don't want any additional mailings from you.

I insert a mailing at the end of my sequence that reads something like this...

```
-----  
Subject line: There's more to come...  
  
Dear {!firstname},  
  
Congratulations! You've finished the first five lessons of the  
L.I.S.T. System Mini-Course and now know some ways to increase  
your profit on the Internet.  
  
But don't worry, we're not done yet.  
  
I've added quite a bit of additional training material to this  
course that I'll be sharing with you over the next several  
weeks and months.  
  
If you decide you don't want to receive any additional  
articles, reports, videos, lessons, news and announcements,  
then you may unsubscribe anytime  
  
Otherwise, let's get started today with a free 22-page  
report...  
-----
```

And just like that, you've got many, many more opportunities to get your subscribers to buy from you.

Quick Summary

So, there you have it – 7 Maxims for Money-Making Mini-Courses. Apply these simple strategies to your email mini-courses and I guarantee you'll see an increase in the number of orders you get...and the amount of profit you deposit into your bank account.

Next up, let's talk about how to create additional profit-pulling content to send to your subscribers...

Creation

So far, you've learned how to create a five-part mini course that's delivered over five consecutive days. Not only have you learned how to create the content for this mini course, but you just learned how to effectively sell a single product from within the course.

However, just because the mini course is over doesn't mean that your relationship with your subscribers ends.

Quite the contrary! Because now you're going to add follow-up messages to your autoresponder series so that you can promote a variety of products!

Tip: Refer back to the lesson on choosing a product. Again, you want to look for something that's useful for your subscribers while having a good conversion rate to put money in your pocket. Do note that you can and should rotate these products within your series – in other words, test them to see which ones convert the best.

Now, before we actually get into the details of creating this content, I want to take a moment to chat with you about sequencing these follow-up messages...

How to Sequence Your Messages

Your initial mini course was delivered over five consecutive days. But if you keep hammering your list with content and promotions EVERY day, you're likely to lose quite a few subscribers.

So how often should you send out messages after the initial mini course?

Once a week is a good starting point. You can test to see if your list responds better to more or less frequent messaging but it's likely that you'll find a once-a-week message is just about right.

Now, let's take a look at one other important point – the day you start the once-a-week messages...

At this point you've sent five messages, each one day apart, meaning that the prospects receive the fifth message on the fifth day. Here's what I suggest you do next:

- Send the sixth message two days later (on the seventh day).
- Then start sending a message every seven days thereafter.

Alternatively, in order to keep your name and offers in front of the subscribers every few days for the first few weeks, you may use this schedule:

- Send the sixth message two days later (on the seventh day).
- Send the seventh message three days later (day 10).
- Send the eighth message four days later (day 14).
- Then send a message every seven days.

The reason I'm giving you such a specific schedule is because you want to send messages when each of your specific subscribers is most likely to be online.

Now, you don't have a crystal ball, so you can't ask each subscriber when the best time is to send these messages. However, what you DO know is the day that each subscriber joined your list. So your best guess is to start sending your weekly messages on that same day.

Let me show you what I mean. Let's say Joe Blow joins your list on a Monday. Here's what your schedule might look like:

- Monday: Lesson 1
- Tuesday: Lesson 2
- Wednesday: Lesson 3
- Thursday: Lesson 4
- Friday: Lesson 5
- Saturday: No messages
- Sunday: No messages
- Monday: Email 6, and then send a message every 7 days thereafter (which is always on Monday).

See how that works?

You arrange your sequencing so that your automated weekly messages are sent out on the same day on which your reader originally subscribed to your list.

Here's the theory: If he originally had time to surf the web and join newsletters on that day, perhaps he'll continue to have time to do so.

Now maybe you're wondering: What about live broadcasts?

Obviously you can't accommodate everyone when you send out a live broadcast. But what you can do is check your traffic logs and autoresponder stats to determine when your site has the MOST traffic (and when the bulk of your subscribers signed up).

So if your traffic stats say that a lot of people are visiting your site and joining your list on Tuesday mornings, then that's a good time to send out a live email. However, that's just a starting point, as you'll want to send out your live emails at different times and on different days just to see when you get the best response.

Perhaps you're wondering how many follow-up messages you should add to your autoresponder after the initial email series is over. And the answer is, as many as possible.

You see, in order to turn this mini course model into a truly hands free model – *one where you rarely if ever send a live broadcast* – you need to create a set of autoresponder emails that lasts for at least six months (24 weekly messages), although a year (52 weekly messages) or even longer, is better.

Then you keep sending these messages out to your subscribers until they unsubscribe.

Tip: No worries, you don't have to create all 52 messages right away, so don't feel overwhelmed by this task. Instead, you can commit to creating a set number of messages every week. For example, commit to writing one a day – that's seven per week. That means that every week you'll be creating seven weeks' worth of content for your autoresponder.

Just be sure to create at least three weeks' worth before your mini course goes live. That way, you won't be under such a time crunch to quickly load up more content soon after you launch.

Now let's hit on another important topic...

How to Create Evergreen Content

You just learned that you'll be adding dozens of messages to your autoresponder so that the follow-up series goes on for about a year. And that means a minimum of one year will pass from the time you write your first message to the time your prospect sees your last message.

Obviously, you'll likely keep your autoresponder series up indefinitely, which means your subscribers will be reading it for years to come.

This is why you need to create evergreen content for your autoresponder series.

As the name implies, 'evergreen content' does NOT get dated. It doesn't get stale. Evergreen content should seem as fresh a year from now as the day you created it. And that means you can't mention anything in your emails that would in any way "date" your emails or cause the "freshness" to expire.

You want your subscribers to think that you just created the emails.

Here are five dos and don'ts for creating evergreen content...

× Don't Mention Dates or Events

It's natural to make references to events – *even seasonal events* – when you're writing your lessons. This mistake is especially easy to make when you're telling a story or making a personal reference.

Example: You may say something like, "Last year at the Winter Olympics..." However, if three years have passed by the time your subscriber reads the message, then your reader will know instantly that the content isn't fresh. And this is doubly true if you happen to actually mention the city in which the last Winter Olympics were held.

If mentioning this particular event is an integral part of your story, then say something like, "At the last Winter Olympics..." (without mentioning a timeframe). And naturally, be sure to avoid any mention of the city, of winners, of specific races or of anything else that actually dates the content.

Here are other references to avoid...

- The Super Bowl is coming up in a month...
- Bathing suit season is almost here.
- Last month during Christmas...
- The presidential campaign is heating up.
- Even though it happened a year ago, it seems like yesterday when... [Any reference to a news event, like an earthquake, hurricane, terrorist attack, etc.].
- April Fool's Day is coming up...
- As I put my snow boots on this morning...
- I'm on summer vacation as I write this...
- My first baby is due in two months.

- I just released my first book.
- I have 5000 Twitter followers.

And so on.

Point is, eliminate any references to dates, months, events or anything else that dates the content.

× **Don't Teach Brand New Strategies**

If you want to share cutting-edge strategies, then do it in your live broadcasts. But for your autoresponder content, you'll want to stick to proven, tried-and-true strategies.

That's because a "cutting edge" tactic may not work in six months, in which case your emails look outdated.

Let me give you an example...

Example: Let's say you're writing about weight-loss strategies. If you share information on lowering calories through proper nutrition and increased exercise, that's good - *those are evergreen strategies for losing weight.*

On the other hand, mentioning an untested, unconventional dieting strategy is a bad idea, since the diet could fall out of favor in the coming months (*or worse yet, be proven harmful*).

× **Don't Promote Brand New Products**

Just as you shouldn't share cutting-edge tactics in your autoresponder, you also should avoid promoting brand new products. Again, you don't know if these products will fall out of favor, be proven as incorrect or even just go off the market shortly.

Thus stick to promoting tried-and-true products that have been on the market for at least six months. If you want to promote something new, then send out a live broadcast to do it.

Tip: If you see a brand new product that you'd like to promote, just make a note of it for now. In six months you can review the product and sales page to see if it's still something you'd like to promote. If so, then go back into your autoresponder series to edit the appropriate messages and add a promotion for this product.

× Don't Use Language that "Dates" Your Content

As mentioned, you shouldn't be sharing new strategies or promoting new products.

What's more, you need to make sure that you don't refer to the evergreen strategies or products as "just released" or "brand new."

You certainly shouldn't refer to the length of time they've been on the market, at least not specifically.

Example: Don't say "this time-tested product has worked for three years". You can refer to it as time-tested but don't state the specific length of time that it's been available.

✓ Do Use Language to Make it Seem Fresh

Just because someone reads your emails a year from now doesn't mean you can't make them sound fresh. All you have to do is talk in a conversational tone and insert phrases that reference seemingly recent events... yet these "events" don't date the content.

Let me give you an example...

Example: "Just yesterday a friend of mine asked me how to housetrain her puppy."

See what I mean?

The use of the word "yesterday" makes the content seem fresh. Indeed, your readers will immediately assume you are indeed talking about something that happened one day ago, which makes them think you just wrote the email. And yet the "event" – talking with a friend – in no way dates the email. So it's a perfect way to keep the email sounding new.

Here are a couple other examples of phrases that do the same thing:

- Today while I was at the grocery store...
- My quads were burning last week after my leg workout.
- I just heard a neat idea for a birthday party theme...

OK, now you know how to sequence your emails and create evergreen content.

Your next step is to start creating a variety of content. This includes different types of content, different lengths and even different mediums (e.g., video, audio and text).

How to Create Different Types of Content

Remember what I said earlier?

Different types of content makes your newsletter stand out. It gets your subscribers reading. And it gets them anticipating every issue you send hereafter.

So let's look at some of the more popular types of content that you can send to your subscribers, starting with the individual articles...

Individual Articles

You can send solo articles to your subscribers (meaning there's nothing else in your email except for the article). You can send emails with promotions woven in, just as you did for your mini course. And you can send articles as part of your standard newsletter, which you'll learn about in just a moment.

As mentioned, one of the keys to keeping your readers engaged is to send different formats and different lengths.

Here then are ten different types of articles you may want to add into the mix...

1. How to Articles

As the name suggests, this type of article teaches the reader a step-by-step "how to" process.

Examples:

- How to housetrain a puppy.
- How to optimize a web page for the search engines.
- How to get washboard abs.

The format of this article includes:

- **An introduction**, where you whet your reader's appetites for what they're about to read.
- **Body of the article**, which is where you explain the process (e.g., "Step 1, do this. Step 2, do this. Step 3, do this.").

- **Conclusion**, where you recap the main points and encourage your reader to take action.

You can include soft sell promotions at the end of the article. Or you can weave product recommendations directly into the article.

Example: Let's suppose you've written an article about how to set up a website. The first step is to buy a domain name and get webhosting. You can use affiliate links to recommend your preferred domain registrar and webhost.

2. Tips Articles

Another type of article you can send to your subscribers is the "tips" article. This one is flexible, meaning you can use this format to send a short article (such as one really good tip) or you can use it to send your top five, ten or more tips.

As such, you can use this format to create anything from a 100 word "article" to a 1000 word article (or more).

Tip: This format also works well if you'd like to send a series of emails to your subscribers. For example, create a series with your top 101 tips and then send an average of ten tips per email.

Let me give you a few examples:

- Seven Tips for Losing Seven Pounds
- The Five Best SEO Secrets You've Never Heard About
- Ten Ways to Make \$100
-

As mentioned earlier in the course, a tips article is a great way to promote an information product (book or ebook).

Simply offer useful tips on the same subject as the book you're promoting, and then point people towards the book to get the full details.

Example: You've just discovered seven tips for losing seven pounds. Now find out how to lose even more weight - and keep it off, for good! - by going to [link]!

3. “Top Ten” Articles

As the name suggests, a “top ten” article is where you list your top ten tips, resources, blog posts, products or anything else that your market is likely to find useful.

Examples:

- Top Ten Tools Every Marketer Ought to Use
- Top Ten Blog Posts for Those Who Want to Sculpt Their Abs
- Top Ten Gardening Supplies Every Organic Gardener Ought to Know About

If you’re listing something like blog posts or other resources, then all you have to do is put a sentence or two of introduction with a link. If you’re listing something like tools or products, then you’ll want to offer about a paragraph of explanation so that your readers know the benefits of the resource.

As you might suspect, this type of article works great when you want to promote products from within the article.

Just look at the first example above – *ten tools for online marketers* – and you can just imagine that some of these tools will be paid products that you can promote with an affiliate link.

4. Informational Articles

The best example of this type of article is to look at encyclopedia entries, including those at Wikipedia.com. These articles don’t teach a process and they typically don’t offer tips about a process.

Instead, they tend to give an overview of the topic, meaning you’ll share the pros and cons of a strategy or just provide information on a topic.

Examples:

- What is Social Media Marketing?
- An Overview of High Intensity Interval Training
- Is Working at Home Right for You?

You can think of these as beginner-level articles which introduce a topic. You can easily promote something by pointing your readers towards a product that provides the “how to” advice and instruction.

Example: Using the first example, you could promote a product that tells people HOW to drive traffic using social media.

5. Motivational Articles

These sorts of articles offer motivation, inspiration and hope to those who suffer from a particular problem.

Typically, you accomplish this by telling a story about how someone overcame a problem. You may even mention that this person overcame the problem using a specific product.

Naturally, you'd then promote this product in your article.

Examples:

- How a Simple Farm Boy Became the Net's Wealthiest Copywriter
- How I lost 50 Pounds – and How You Can Too!
- The Amazing Story of a Dog Who Knew 127 Tricks

6. Case Study Articles

The case study article can be motivating as it outlines the results someone received using a particular strategy, product or other resource. However, this article is actually focused on sharing data-driven results – preferably, measurable results.

Examples:

- How Jane Lost 10 Pounds in Eight Weeks Using [Product Name]
- Does [Product Name] Really Work?
- Here's How I Put \$100 in my PayPal Account in 24 Hours

In all cases, be sure to track your results (or your volunteer's results) carefully so that you can provide data and proof of these results.

Tip: Obviously this type of article works really if the product you want to promote actually delivers good results. So what happens if it doesn't? Then you can share these results and offer an alternative product to your subscribers.

7. Current Event Articles

This is where you share relevant current events or industry news with your readers. Whenever possible, share the news as soon as you hear it, as then your readers will look to you as a good source of fresh information.

Examples:

- You share news about an economic recession and how it's causing people to turn to freelancing as a source of income.

Naturally, you promote a freelancing product at the end of the article.

- You share tech news regarding the cutting edge technology available on a newly released laptop. You link to this laptop using your affiliate link, of course.
- You share NFL standings with your football list. You can include promotions for team merchandise.

8. Ranting Articles

A rant is an article that pushes emotional buttons. Sometimes it's controversial. But the reason it works is because you say something that your target market is already thinking. And you get just as passionate about it as your market.

Examples:

- Here's Why Article Marketing Sucks
- Here's the Reason Our Industry Should be Ashamed of Itself
- This is Affiliate Marketing's Dirty Little Secret

Now, depending on your rant, you may not be able to smoothly insert a product promotion into the article – and that's ok. That's because a rant can also work as a buzz-builder, especially if the rant really touches a nerve or is controversial.

Your subscribers will forward the email to others, post it on forums and blogs and even talk about it on their Facebook pages.

To get the maximum viral effect, be sure to put a call to action at the end of your email where you encourage others to share your content.

Examples:

- "Spread the word – be sure to post this on your Facebook page!"
- "Do me a favor and forward this entire email to your friends – they'll thank you for it!"

9. Review Articles

Here we're talking about reviewing a product or service that you're promoting as an affiliate. As such, while your target market is likely to find this type of article very useful, it's also a great way for you to promote products.

A typical product review looks like this:

Part 1, Introduction: Here you'll want to tell readers which product you're reviewing. You'll also want to give them a one-line summary regarding whether you recommend it or not. However, in order to make sure they read the full review, you might add something like this:

Example: "But this product isn't for everyone - so read on to find out who shouldn't but it..."

Part 2, Body: This is where you list first the pros and then the cons of the product. Be brutally honest here as your reputation and credibility depends on it.

Here's the thing: Your readers know that no product is perfect. As such, if you don't list any perceived flaws, your prospects will think you're hiding something. They won't trust you. And then they won't buy from you.

However, consider these flaws as "objections" (which are hurdles that keep your prospect from buying) and then answer or otherwise handle these objections.

Example: Maybe the product is a bit more expensive than the competitors' products. You can remind your readers of what makes it worth the extra cost. If it's software, two such benefits might be free lifetime updates and free installation, for example.

Part 3: Conclusion: Finally, this is where you summarize the highlights of your review and then provide a specific call to action.

Example: "I highly recommend this product - so click here to check it out now because you won't be disappointed once you see your results!"

10. Comparison Articles

These are like review articles, except here you're comparing two products.

Tip: You can use these articles to compare more than two products, but I'd advise against it. That's because your goal with a comparison article is to show which of two products is the BEST one to buy. If you introduce a third product, you'll just confuse your readers. End result: They won't buy anything.

The structure of the comparison article is very similar to the review articles.

Specifically:

Part 1: Introduction: You introduce the two products and let readers know which one you recommend. But you also insert something in the introduction to arouse their curiosity so that they keep reading.

Example: "[Product A] rocks in every way except for one - read on to discover its fatal flaw..."

Part 2: Body: This is where you work through the pros and cons of each product. Your format may look like this: Pros of Product A, pros of Product B, cons of Product A, cons of Product B. Then you end this section by telling readers which product you'd recommend to them and why.

Part 3: Conclusion: Here you recap the highlights of each product, reiterate your recommendation and provide a strong call to action.

Note: Sometimes both products are good, but they're made for different types of people. In that case, you can provide a call to action that reflects this point. For example: "If you're just looking to lose 10 or 20 pounds, then get [Diet Product A]. But if you have more weight to lose, then get [Diet Product B] instead."

Standard Newsletters

A standard newsletter is one that usually includes a mix of content. For example, it may include one feature article (using any of the formats mentioned above), plus a few extra tips and a product promotion.

Here's a sample template...

[Identifier, such as "Nick James's Monthly Newsletter"]
[Date - if it's a live broadcast, otherwise leave the date out]

What's In This Issue:

- * Announcements
- * Short article
- * Feature article
- * Product pitch
- * Mention what's coming

Dear {!firstname},

[Remind people of what was in the last email you sent. Tell them what's coming up in this issue. Offer any announcements, such as reminders about expiring coupons, etc.]

[Put a short article here, perhaps just one tip that's 150 to 250 words long.]

[Feature article - this can be anywhere from 500 to 700 words long, perhaps more in some cases.]

[Product pitch - if you didn't specifically pitch a product within the feature article, then you can do so here.]

[Whet appetite - this is where you talk about what's coming in the next issue. For example: "Next time you'll discover my favorite tricks for shaving loads of calories and fat off your favorite meals, without sacrificing any of the flavor!"]

[Sign off with name and contact information]

[P.S. This is a good place to remind readers about the product you pitched earlier. For example, "Don't forget, the Magic Fat Loss webinar starts in just three days, so claim your virtual seat now to avoid disappointment!"

You should send out one newsletter each month, with occasional "special issues."

Resources

Do you have any reports, ebooks, videos, audios, software or other tools and resources that your subscribers would enjoy? Then you can send emails from time to time whose sole purpose is to give away these bonus freebies.

Your readers will really feel like you're over-delivering, which will help you grow your relationship with them.

If you're writing a feature article for a newsletter and you realize you have a lot to say on the topic, then turn it into a free report, video or audio instead. Then you can send out a simple email with a download link. For example...

Subject line: FREE! How to get your six pack by summer...

Hi {!firstname},

Do you want washboard abs by summer? Then you'll want to watch this 10 minute video that shows you the five exercises you need to do to get your beach body. Check it out:

[Link to video]

It's free, but don't let the price fool you - this could be the best video you watch all year!

Enjoy...

[Your name]

P.S. If you've ever heard of exercise #3, I'll eat my hat. That's because it's a little-known technique that only models have known about up until now.

Take a look for yourself: [link to video] - you won't be disappointed!

Invitations

Another valuable resource you can offer your readers is an invitation to a live event, such as a webinar or teleseminar.

Here are the advantages of offering live events:

- **It's often viewed as more valuable than a report, video or other resource.** Again, this gives your readers the feeling that you're really over-delivering, which in turn helps solidify your relationship with them.
- **A second bonus of a live event is that you can offer a promotion at the end.**

Example: Let's say you're promoting a weight-loss product. You can then structure your teleseminar around a useful but incomplete topic such as "The Seven Secrets of Fast Fat Loss". Then you'd point your listeners to the product to get all the details.

Tip: Are you promoting an affiliate product? Then ask the product creator if you can interview him or her live on the phone (using a service like e-teleconferencing or [GoToWebinar.com](https://www.gotowebinar.com) if you prefer to do a webinar). Just be sure to use your affiliate

link at the end of the event when you promote the product.

- **The final major benefit of doing a live event is that you can record it.** And that means you'll have the recordings to offer as a resource to your list later on. You can even offer it as a bonus freebie to help entice new subscribers to join your list!

Solo Ads

Earlier we talked about "solo articles," which is when you send out an article without any sort of promotion attached (which is a relationship-building tactic).

Now here's the flip side: The solo ad, where you send out a promotion without any other content attached.

If you're selling an affiliate product, sometimes the vendor will provide "copy and paste" ads that you can send directly to your subscribers. However, I suggest you tweak these ads a bit just to make them sound a bit more like you and your voice. Plus you'll want to add in a few notes about why, specifically, you recommend the product.

The alternative is to create your own "from scratch" mini sales letter that you send to subscribers. The regular copywriting rules apply to this letter, meaning you can use what you learned about creating squeeze pages in Lesson 1 to create this sales letter.

Here's a template...

Subject line: [a benefit-laded mini headline]

Examples:

- Your traffic worries are over...
- Who else wants more traffic?
- I didn't even know this traffic strategy existed..

Dear {!firstname},

[Ask a qualifying question, tell a short story or elaborate on benefits of the main headline here in your opener.]

[Introduce the product as a solution to the problem.]

[List the top five to ten benefits of the product - i.e. why should the prospect buy this product?]

[Offer a testimonial or other proof of the claims. For even better effect, point the reader to the sales letter to see the proof.]

[Provide a call to action, where you specifically tell your reader to check out the sales page and/or buy the product.]

[sign off]

[P.S. Mention a main benefit and reiterate the call to action.]

As you can see, it's basically the same format as your squeeze page, except that you point the reader to the product sales page to see proof and to otherwise learn more about the product. This letter is also short – from 300 to 500 words.

Now, once you've introduced a product using the above letter, a few days later you'll want to send a short reminder.

Let me give you a quick example:

Subject line: Did you see this?

Dear {!firstname},

A few days ago I told you where you could discover all the biggest and most profitable traffic strategies in one place. Did you get it? And did you join? If not, here's that link again:

www.traffic-fuel.com.

Let me ask you something...

Would you like to make more money with your website? Then you need more traffic. You need to find ways to bring targeted, cash-in-hand customers to your site by the truckload. And there's no easier way to discover these strategies than by joining the **Traffic FUEL website**.

I'm a member. Some of my most successful friends are members. And I urge you to become a member too.

See you soon...

[Your name]

P.S. I almost forgot - there's a special introductory membership offer that's ending soon. It's worth twice the price, but why pay more if you don't have to? So join now to lock in the lowest price ever offered: www.traffic-fuel.com.

Tip: If the above email is part of the autoresponder series (i.e., not a live broadcast), then do NOT mention the introductory offer. Instead, keep it evergreen by simply urging people to join now.

Quick Summary

And there you have it – all sorts of content that you can send to your prospects to:

- Keep them entertained, educated and engaged.
- Help build a relationship (which leads to more sales).
- Promote plenty of additional products.

Now let's wrap things up...

Conclusion & Homework

You now know how to structure your initial emails as well as all follow up content in order to extract maximum profits from your mailing list.

Let's recap what you just discovered in this lesson:

- ✓ **Conversion:** Here you discovered my 7 Maxims for Money-Making Mini Courses, which is where you learned how to push all the right buttons to get your subscribers to buy NOW... during your initial five-part email series.
- ✓ **Creation:** This is you found out how to create additional content – in the form of newsletters, various types of articles, links to resources, invitations, solo ads and more – to build a relationship with your subscribers while promoting additional products.

Your next step, as usual, is to take action on what you just learned. In order to encourage you to take action immediately, I'm assigning the following homework...

Action Step and Homework

1. Please send me at least two of your "Conversion" emails. These are emails in your initial five-part series that have incorporated the 7 Maxims talked about in Part 1 of this lesson.
2. Secondly, send me your plans for "Creation." That is, what types of content do you intend to send to your subscribers?

That's it for this time.

But stay tuned, because in the next lesson you'll find out how to get targeted traffic in front of your landing page so that you can start building your list. This is where the rubber meets the road, so you won't want to miss it!

Introduction

Welcome back to ***L.I.S.T. System!***

You've been learning about how to use my ***L.I.S.T. system*** (Layout, Information, Strategy, Traffic) system to create your own profitable mini course.

Now in this lesson you'll learn about *Traffic*.

Lesson #4: Traffic – How to Drive Visitors to Your Opt-In Page

You see, you may have a high-converting landing page. You may have the most amazing five-part mini course. You may be promoting products that convert like crazy

But you won't get a single subscriber or make even one penny if you don't get targeted visitors in front of your opt-in page!

Fortunately, that's what you're going to learn how to do in this lesson. Specifically, you'll learn about:

- **Being a guest blogger.** This one is powerful, especially when you provide guest content on busy, popular blogs!
- **Interacting on forums.** Your prospects are already hanging out on forums, so this is a great way to reach them!
- **Writing ezine articles.** You already know how to write great articles. Now you can build your subscriber base by distributing these articles around the web!
- **Commenting on Facebook.** That's right, you comment on niche-related Pages and Groups... and enjoy the viral effect!
- **Partnering with others.** Some people already have existing newsletter lists, busy blogs, forums and other platforms and resources – and you can leverage their resources by partnering with these people.

Let's jump in...

Being a Guest Blogger

As the name implies, other bloggers post your content on their websites. The advantage for you is that you get free exposure, increased visibility and name recognition, and a byline which includes a link and an advertisement for your opt-in page.

So what does the blogger get? He gets free content.

And better yet, if you do a content swap (meaning he creates an article for your blog too), then he also gets free exposure and a backlink.

Here then is the step-by-step procedure for finding suitable blogs, approaching the owners to request a content swap and creating articles that get clicks...

Step 1: Find Suitable Blogs

The first thing you need to do is find blogs that are directly related to your niche. The more targeted the blog, the better.

Example: Let's suppose you have a poodle-training blog. Now consider these blogs:

- General dog training blog. This is ok but not perfect, since obviously not everyone who owns a dog has a poodle. As such you should put this type of blog lower on your priority list.
- Toy dog training blog. This is better, since some people who have toy dogs will own poodles. Still it's not perfect, so keep it lower on your priority list.
- Poodle training blog. Obviously this is perfect, since it targets your EXACT niche. Focus most of your efforts on finding blogs like this.
- Other poodle blogs. For example, a blog about poodle healthcare or a blog about grooming poodles. These are good because they appeal to those who own poodles. And since those who own poodles often want to train their poodles, you'd find an overlapping audience.

The second thing you'll want to look for are blogs that seemingly get a lot of traffic.

You may happen to know the popular blogs in your niche, which you should add to your list. Otherwise, you'll need to basically guess if the blog is relatively busy.

Here are five ways to do it:

- 1. See if the blogger posts regularly.** You want to put your content on blogs that are regularly updated, such as at least once per week.
- 2. Check for longevity.** Secondly, ideally you want to post on blogs that have been around for at least six months or so. That's because these blogs tend to have traffic built up (including loyal, repeat visitors).
- 3. Look at the comments.** Are there at least a few people commenting on the posts? If so, that's a good sign. If there are a lot of people commenting on every post, that's even better – it's a sign of consistent traffic.
- 4. Determine the Page Rank.** The Page Rank (PR) is a numerical value assigned by Google which is largely determined by how many incoming links the site possesses. Generally, bloggers who're looking to increase their traffic will focus on raising their page rank. Thus a high PR site may be a good indicator of a higher-traffic site. But getting a link on this sort of site also helps build your own Page Rank.

There are some sites that will show you the Google PR. However, the best way to determine this value is to get it directly from Google. You can do this by downloading and using the Google Toolbar.

You can learn more about the Toolbar as well as download it by going here: <http://www.google.com/support/toolbar/>.

- 5. Use sites like Alexa.com.** This site will give you an indication of how much traffic a site gets. However it's just an estimate. And it's really only useful if you compare the site to other sites in the niche. That's because this site counts traffic by measuring the number of Alexa Toolbar users whom visit a particular site.

Note: Online marketers tend to have this tool installed in disproportionate numbers, so don't compare sites across different niches.

Ok, so now you know what to look for as you compile your list of potential blogs.

Here then is how to find these blogs:

➔ **Search Google**

The idea here is to look for blog keywords alongside your niche keywords. So let's say your niche keyword is homeschooling. You'd then run searches such as:

- Homeschooling blog
- Homeschooling WordPress
- Homeschooling Blogger
- Homeschooling LiveJournal

→ Check Major Niche Marketers

You already know about the "big dogs" in your niche, so check their sites to see if they have a blog. If you're only familiar with their product sites, then search for their names alongside blog-related keywords.

For example:

- Nick James blog
- Nick James WordPress

You can uncover still more marketers in your niche by going to Clickbank.com, clicking on the marketplace and then browsing relevant categories to see which products are listed at the top of these categories (these are your bestsellers).

Then run a search for the product creator's name alongside the blog-related keywords to see if these marketers have blogs.

→ Look at Blogrolls

Once you start compiling a list of good blog, be sure to look at the "blogrolls" on these blogs. Blogrolls are usually listed in the sidebar of the blog, and they're simply lists of links to other blogs.

→ Ask Around

Finally, you can simply ask members of your target market to list their favorite niche-relevant blogs. You can do this on niche forums, on Facebook, etc. If you've already started building your list, then be sure to email your list too.

Step 2: Approach the Blog Owners

Once you've compiled a list of blogs, then your next step is to approach the blog owners with your request.

Here are the factors that make the blog owner more likely to say yes:

- **You've built a relationship with the blog owner.** Maybe it's a purely professional relationship, where you're an affiliate for the owner and thus have already made him some money. Or maybe you've started a dialogue and are building a relationship on his blog, on a niche forum or even on Facebook. Point is, it's easier to get someone say yes to such a request if they know who you are.
- **You've seen other guest content on the blog.** If the blogger is used to posting content from others, then he'll be more open to your request.
- **You offer a good deal.** Specifically, it's better if you propose a content swap, meaning you post one of this articles on your blog too, as opposed to just requesting that your partner posts your content on his blog.
- **You've seen the blogger use content marketing.** Have you ever seen this blogger post content elsewhere such as in article directories? If so then he'll likely be more open to the idea of swapping content.

Here's a template you can use to approach these potential bloggers. Do note that this template proposes a content swap...

Subject line: Hi [name], it's [your name]

Note: You can use some variation of the above subject line if the blogger knows you or is at least likely to recognize your name. Otherwise, use some variation of the subject line below...

Alternative subject line 1: Will you be my guest blogger?

Alternative subject line 2: Increase your traffic with this content swap...

Alternative subject line 3: I'd like to feature your article on my blog...

Dear [first name],

Targeted traffic. High-PR backlinks. Exposure. And fresh content for your readers.

These are the benefits I can offer you, for free.

And all you have to do to start enjoying these benefits is to agree to a content swap:

You be a guest blogger on my blog and I'll do the same for you.

You can find my blog at [link]. As you can see, it has a Google PR of [number] and plenty of traffic, so your guest post would get plenty of targeted eyeballs on it and your byline would get plenty of clicks.

In return I'll provide a unique article that you can post on your blog. You'll get fresh content without lifting a finger. Your readers will enjoy the change of pace.

Please hit reply right now to let me know what topic you'd like to blog about. I look forward to hearing from you!

[Your name]

P.S. I see you post articles on EzineArticles.com - this is just one more way to put content marketing to work for you. Please do email me today so that I can get your content up as soon as possible. Thanks!

Note: Don't forget that even if a blogger says no to your request (or totally ignores it), you may still be able to benefit from his blog's traffic and reputation. How? Check to see if he has visitor commenting enabled. If so, then you can start offering useful comments on his posts - and include your backlink, where allowed.

Step 3: Write Engaging Articles

Your next step is to create an article for those bloggers who've agreed to your request. Ideally, you want to offer unique content. In other words, don't just give your partner an article that you've already published elsewhere.

You may want to talk to the blogger about what type of article he's looking for. Basically, the key is to write something similar to his preferred article formats.

Example: So if his blog is full of "tips" articles, then create a tips article. If it has "how to" articles, then create a how to article.

Tip: Please see Lesson 3 for a list of the top ten different types of articles you can offer. Skip the promotional articles (like product comparisons) and stick with the informational or procedural type articles - i.e. offer something useful to the readers.

Write these articles in the same way you created the lessons for your emails – meaning extremely useful and engaging, yet incomplete (so that people have a reason to click on your byline).

Step 4: Create Clickable Bylines

Your byline is the little bit of text at the end of your article that identifies the author and often includes a couple lines about him or her. However you don't actually want to talk about yourself in this section. Instead use it as a small, benefit-loaded advertisement where you encourage people to click through to your site.

Let me give you an example:

Example: Are you tired of cleaning up after your poodle's messes? Now you can find out how to housetrain your pup in just five days – no more messes to clean up! Click here now to discover this surefire housetraining method.

Here's another:

Example: Imagine a perfectly trained poodle – and then make it a reality by clicking here. It's easier than you think!

And one more:

Example: Who else wants a perfectly housetrained poodle? Click here to find out how to get your poodle trained in just five days – you'll be surprised when you see just how easy it is!

Quick Summary

Simple right?

Just find blogs that are closely related to your blog, propose a content swap with the owners and then create articles with engaging bylines.

Now let's move on to another advertising method...

Interacting on Forums

Participating on niche forums serves you in two ways:

- **Raises your visibility in the niche.** Indeed, you can establish yourself as an expert in your niche. Plus interacting with your prospects helps you build a relationship. And since people buy from

those they know, like and trust, participating on a forum can lead to more subscribers (and thus more sales).

- **Allows you to get a free link.** Many forums allow you to use a signature file when you post which is a generally a two to five line “ad” at the bottom of your posts (kind of like a byline). Thus you get to include your link and a call to action so that people will click on your link. As your reputation in the forum grows, so will the number of people clicking on your signature file link.

Sounds good, right

Here’s how to do it...

Step 1: Find Suitable Forums

Just as with blogs, here you’re looking for busy, well-established forums. Look for forums that have a lot of members. And, more importantly, a lot of ACTIVE members – meaning there are dozens of people posting every day.

Tip: It’s important that you verify for yourself that there are actual members posting useful content. That’s because some forums are over run with profile spammers, which artificially boosts the member count.

Profile spammers are those who join a forum just to get a backlink in their account profile, but they don’t contribute to the forum.

The second spammer is the actual discussion spammer – this is someone who’s creating threads or replying to threads but not in a meaningful way. Sometimes it’s very blatant, such as the person who joins any kind of forum and posts a pharmaceutical ad.

So again, take a few minutes to read the some of the threads in the main forum to ascertain whether there are actual conversations going on... or if the forum is just flooded with spam.

You can find these forums in the exact same way as you find blogs in your niche. That means searching Google, asking your prospects, checking to see if the top marketers in your niche have forums... and so on.

This time however, you search Google using your niche keywords alongside forum-related keywords. Let’s say your broad market is gardeners.

Example: You may search for gardening forums like this:

- Gardening forum
- Gardening discussion
- Gardening discussion forum
- Gardening discussion board

Again, be sure to focus on the top forums in your niche, those that have plenty of daily discussions going on.

In particular, focus in on the top two or three (and visit more as time permits).

Step 2: Register... and Read

Before you do anything, read the rules of the forum and the terms of service. You'll also want to read any "sticky" posts at the top of each forum. You need to make sure that the forum allows you to have a signature file (otherwise it's not worth your time to participate).

Your next step is to register on the forum. At this time, be sure to fill out your profile completely, including uploading a photo of yourself. Doing so makes it easier for your prospects to relate to you because you seem more real.

After you're registered, then you'll want to spend a few days just lurking. That means you should read without posting. You want to get a feel for the overall "flavor" of the forum (e.g., forum etiquette), the unwritten rules and which community members appear to be the most respected senior members.

Let me give you an example...

Example: If you visited a forum like the women's forum on Bodybuilding.com, you'd find that existing members just hate when new members ask how to "tone" their arms, legs or other body parts. Long time members say you either build muscle or you don't and you either burn fat or you don't. As such, you can't "tone".

Now, if you went on forum like this and started posting without reading, maybe you'd make references to getting "toned" and the existing members would be rolling their eyes, correcting you and generally feeling exasperated because you're using the language they're trying to get rid of. As such, you won't start off on a good foot if you did this.

Point is, spend some time lurking and you'll understand the forum and its members. In turn, that will help you create better posts and become a more respected member of the community.

Which brings us to the next point...

Step 3: Start Participating

Some beginning marketers think that the point of participating on a forum is to get as much “signature exposure” as possible. And so they blast the forum with short posts in order to boost their post count and get their signature link in front of as many people as possible.

This is the *wrong* way to do it, however.

You need to consider this: Your primary goal is to build your reputation in the forum. Once you do that, you’ll get more clicks on your signature link.

Here’s how to build a good reputation:

- ➔ **Choose your questions carefully.** This means you shouldn’t be running around the forum trying to answer all the questions. Instead, focus on answering questions where you really know the answer. Doing so helps establish you as an expert.
- ➔ **Participate in discussions.** Some people post once in a thread and then never revisit the thread again. Keep in mind that a forum’s purpose is to discuss issues. As such, you need to revisit all the threads you post in so that you can engage in discussion (as opposed to drive-by posting).
- ➔ **Answer thoughtfully.** Don’t post short answers. Don’t post something like “you can find the answer in my newsletter.” Instead, answer the questions thoroughly and thoughtfully.

Example: If someone asks how to get washboard abs, you can outline your top five nutrition and exercise tips.

- ➔ **Avoid posting articles.** As mentioned, forums are for discussion, which is why you should avoid posting articles. The only exception is if a forum has a special sub-forum where articles are allowed.

Note: When you’re answering questions that tend to get asked a lot, you may be tempted to copy and paste one of your related articles. Try to avoid this and instead create an answer from scratch. That’s because many forum owners don’t like when people post articles as it becomes more like an article directory and less like a discussion forum.

- ➔ **Be careful about stirring controversy.** You’ve probably seen those forum threads that exploded with views and comments. Often these threads are controversial in some way.

You may be tempted to stir up your own controversy – but if you're new to the forum, you should avoid it. That's because stirring controversy could make you look like a troll – and being a troll could get you banned from the forum. So stick with more neutral topics, and work on building your reputation for being helpful.

Now let me give you an example of a poor response and a good reply on a forum.

Example: Let's say you're on a weight-loss board, and someone asks, "What's the best way to get washboard abs?"

Here's a poor response:

"You need to use a combination of diet and exercise."

While it's true, it doesn't offer much.

Here's a better response:

Getting washboard abs requires you to do things:

1. Build up your abdominal muscles.
2. Strip the fat away from the abs so that you can see these abdominal muscles.

Truth is, most people do a ton of ab exercises in hopes of getting a six pack. That doesn't work. Instead, you need only train your abs like you train any other muscle. Namely, just do three sets of two or three weighted exercises, such as weighted crunches. You only need to do it two to three times per week.

The place where you'll really see results is when you work on stripping the fat from your abs. How fast you reveal your abs depends on how much fat you have to lose. Shoot for one to two pounds of fat per week, which you achieve by shaving off 500 to 1000 calories per day through a combination of diet and exercise.

Here are my seven tips for shaving these calories:

1. Eat small, balanced meals every few hours...
2. ...
3. ...
4. ...
5. ...
6. ...

7. ...

And so on – you’d finish the post in the same helpful manner.

If you offer these sorts of thorough, thoughtful responses most of the time when you post, then you’ll quickly get a good reputation on the forum. That’s when people will really start noticing your signature file.

Which brings us to the next point...

Step 4: Insert Your Signature Link

Your final step is to insert your signature file. But before you do that, once again you should read the forum rules. That’s because even forums that allow signature links may have certain rules about how those sig files can appear.

Example: Some forums only allow two lines, while others allow several lines plus images.

Your signature line is basically a short advertisement, just like an article byline. Here are five examples:

- Need free copywriting help? Click here...
- Are pests overrunning your garden? Do your plants have holes in their leaves? Are your flowers inexplicably dying? Then you need to see this...
- You’ve tried a thousand diets. They all leave you hungry, unhappy and fat. That’s because you’ve never seen this diet. Click here to learn more – it’s free!
- Click here to discover five of the greatest dog training secrets you never knew...
- Don’t even think of homeschooling your children until you read this startling information. It will open your eyes... and make you a better mother AND teacher!

Quick Summary

And there you have it – a simple four step process for finding suitable forums, building your reputation on the forum and using a signature file to maximum effect.

Now let’s turn our attention to one of the most powerful ways to get free traffic...

Writing Ezine Articles

Have you heard about people using articles to drive targeted traffic to your site? If so, then you've no doubt noticed that there are two ways that people do it.

One method is to churn out tons of similar content (using software called "article spinners") in hopes of flooding article directories and other venues with your backlinks.

Usually this content is low-quality content. I do NOT recommend this method... at all.

You see I look at article directories and other content-sharing sites in much the same way as I look at forums or even blogs.

Basically these are places where you can build your reputation WHILE driving targeted traffic to your site. And you can do this both when your article appears in a directory as well as when a newsletter publisher or blogger picks your article up to republish it.

Imagine this...

Someone has a problem in your niche. He hits up Google to find a solution. And every time he runs a different search, he finds an article that YOU wrote. It's a good article. A useful article. One that solves at least part of his problem.

What do you think this person's impression of you would be? That's right, he'd consider you an expert. He may even consider you THE expert in the niche, since your articles keep appearing when he does Google searches.

This is what article marketing can do for you. But in order to make this work you need to do three things:

- **Optimize your content for the search engines.** That way when people search for solutions to their problems in Google (or other search engines) using particular keywords, YOUR articles will pop up on the first page of Google.
- **Create engaging articles.** Just because you're optimizing your content for the search engines doesn't mean you write gibberish (as some people do). Instead you need to create articles that are just as entertaining and useful as your non-optimized articles.

- **Give people a reason to click on your byline.** Finally, you need to create a compelling byline that gets people clicking through to your opt-in page – and joining your list.

So let's walk through this process, step by step...

Step 1: Research Your Keywords

Since part of your strategy is to pull in traffic from the search engines, you need to optimize your article around the specific keywords your target market is currently using to search for information in your niche. To do this, you'll need to use a tool like [WordTracker.com](https://www.wordtracker.com) (or [MarketSamurai.com](https://www.marketsamurai.com) or your favorite keyword tool).

Most keyword tools work the same way. Basically, you plug in a broad keyword (like "gardening") and the tool will give you dozens, hundreds or even thousands of related keywords.

Now, you'll see that some of these keywords get tons of searches every month. You may naturally gravitate towards these highly searched keywords, because you can imagine getting a lot of traffic from them.

Problem is, there are other marketers in your niche who have the same idea – and they're prepared to do full-on optimization campaigns, which means they optimize articles AND get as many backlinks as possible.

Since you're distributing this content to third-party sites (like article directories), you won't be doing off-site optimization – in other words, you won't be doing a link-building campaign. Instead, you'll be relying solely on on-page optimization – including your keywords in the article – in order to get the article ranked well in the search engines.

That means you need to focus on those keywords that don't have too much competition in the search engines. Typically these are referred to as longtail keywords, because they tend to be three to six word phrases that get relatively low numbers of monthly searches (and traffic).

Note: So why bother optimizing for a keyword that only gets a handful of traffic? Simple: Because they're easy to rank well for since other marketers aren't competing to rank on these terms. And collectively – when you rank well for several of these terms – you'll get a surprising amount of traffic!

Now, there are two ways to determine which longtail keywords you should target:

1. **Use WordTracker's KEI (keyword effectiveness index) value.**
This is a numerical value that gives you an idea of the how often a

word is searched in relation to how much competition it has in the major search engines. Higher KEI values reflect words with a relatively large number of searches with relatively few competitors. As such, look for values of at least 100.

- 2. Do the research manually.** The second option is to go to Google and search for the keywords (in quotes) yourself. Not only should you take a look at how many competitors you have but you should also look at how stiff the competition is.

Example: If the first page of Google is dominated by well-established niche sites with high PR (Page Rank), then it's unlikely you'll beat them with mere on-page optimization. But if you notice that the top spots are held by sites like article directories or by content that's not really optimized, then you can probably nab a top-ranking spot in the search engine results for that particular keyword.

Bottom line: Whenever possible, seek out low-competition keywords with a KEI value of at least 100. Ideally, you need to choose the keywords that BEST match the main topics from within your mini course. That's because your byline is going to advertise your mini course – so the more related your article is to your mini course, the more people you'll have clicking through to your site and joining your list.

Once you've compiled at least a dozen or so longtail keywords, move on to the next step...

Step 2: Write an Engaging Article Around the Keyword

When you first sit down to write an article, typically your first step is to decide what to write about. It's easy in this case, because all you have to do is select one keyword and THAT'S what you'll write about.

Tip: You can choose two keywords and insert both of them in your article if you'd like. However, I suggest that you choose one keyword as your primary keyword, which is the one you'll focus on for the article. Then you can fit the second keyword in whenever appropriate – but don't force it.

Point is, it's easier to create a smooth-flowing, engaging article if you just focus on optimizing the article for ONE keyword.

Let's say your keyword is "how to potty train a poodle." That's straightforward – you'd just create a "how to" article which outlines a step-by-step procedure for housetraining a poodle.

Or maybe your keyword is “organic gardening tips” – in this case you could create a tips article, such as the top three to ten organic gardening tips.

See what I mean? Your keyword will determine what type of article you’ll create.

Now, the key is to include your keyword in the article at a keyword density rate of 1% (for article directories that are strict, like EzineArticles.com) to 3% (for more lax directories, like GoArticles.com). This means that your keyword will appear in your title as well as between one and three times for every 100 words of content.

Now let me give you an example – let’s stick with the keyword “organic gardening tips”.

The first thing you need to do is create a title that’s both engaging as well as one that includes these keywords.

Here are five examples:

- The Best Organic Gardening Tips
- The Top Three Organic Gardening Tips
- The Three Organic Gardening Tips Every Gardener Ought to Know
- Got Pests? Get Rid of Them With These Organic Gardening Tips
- Enjoy a Greener, More Lush Garden With These Organic Gardening Tips

Now let me give you an abbreviated example. Note how the keyword (which is highlighted throughout the text) is inserted smoothly into the content.

Top Three Organic Gardening Tips You Didn’t Know

Is your garden being overrun with pests? Are they chewing your plant leaves and destroying your vegetables? Then you’ll want to discover my top three organic gardening tips. Read on...

Organic Gardening Tips: Secret #1: Use friendly insects. Some bugs are pests, like aphids. And some bugs are beneficial, like nematodes. One of the best organic gardening tips you’ll ever hear is to start introducing and attracting these beneficial insects. [Go on to talk about how to do this.]

Organic Gardening Tips: Secret #2. Create homemade sprays. This is one of those **organic gardening tips** that you often hear about but maybe you've never tried. It's really pretty simple. All you have to do is... [insert instructions for creating and using organic pest spray).

Organic Gardening Tips: Secret #3: Lay beer traps. Wait, you're asking for **organic gardening tips** and I'm talking about beer? That's right. But the reason is because you can create beer traps to catch slugs. Let me explain... [Go on to describe how to create and lay these traps.]

And there you have it - my top three **organic gardening tips**. Use them and I promise you'll greatly reduce your pest problems. Here's to a greener, healthier and more beautiful garden!

Tip: On average, your articles should be about 400 to 600 words.

Remember, just as with all the other articles you've created (including your lessons), the key is to provide useful but incomplete information.

Take the above article as an example - it outlines three ways to help reduce pests but these three tips won't ENTIRELY eliminate all pests. That way you can point your reader to your opt-in page for more information.

Note: Be sure to refer back to Lesson #2 for tips on how to create engaging articles. For example, you can spice up your writing using cliffhangers, tips, examples, analogies... and everything else mentioned in Lesson 2.

You want your article to be both useful and engaging as this virtually ensures your reader will read the entire article. And if your prospect reads the entire article, then he's more likely to see your byline. Which brings us to the next point...

Step 3: Create a Persuasive Byline

You've created an article that is not only optimized for the search engines, it's also engaging enough to keep the prospect reading right through until the end. And that means your reader's eyes will now fall on your byline, which also goes by various names such as the author's bio, the bio box and the resource box.

We've already talked a bit about bylines, so you know the most important thing:

Namely, do NOT make this byline about you.

Your prospect really doesn't care if you like walks on the beach and that you live in New York with two cats. He really only cares about himself, his problems and the solutions to those problems. As such, your byline needs to focus on what you can do to help him solve those problems.

As such, your byline will be a short advertisement.

Earlier you got a few examples of bylines, so you know roughly what it should look like. Here's another example in keeping with the organic gardening tips example:

Example #1: Stop aphids, moths, slugs and beetles dead in their tracks – for good! Now you too can enjoy a lush, green and beautiful garden this summer... once you know these secrets for getting rid of garden pests. Click here to discover these organic gardening secrets for yourself!

Example #2: Warning: Your pest control methods are poisoning your children, your pets and the environment. And the so-called organic pest control methods you've learned about simply don't work. Click here to discover the startling truth about organic pest control!

As you can see, the byline is directly related to the article and your mini course should be a direct extension of the article as well. The more closely the two are related, the higher conversion rate you'll enjoy (meaning you'll get more subscribers).

In other words, remember that a byline isn't a "one size fits all" tool. You can't copy and paste the same byline on every article and expect fantastic results.

Example: If you pasted the above byline on an article about designing a garden, you simply wouldn't get as high of a conversion rate. Point is, you should customize your byline for different types of articles.

Here are three additional templates you can use to create your byline:

Template #1: Are you tired of [bad thing]? Frustrated with [bad thing]? Good news: Now you too can [get good thing]. Click here to discover how – for FREE!

Example: Are you tired of aphids destroying your plants? Frustrated with moths invading your garden? Now you too can have a pest-free garden. Click here to discover how – for FREE!

Template #2: Here's what the world's greatest [group members] know about [getting a benefit] – click here to discover their secrets for free!

Example: Here's what the world's greatest copywriters know about getting double-digit conversion rates - click here to discover their secrets for free!

Template #3: If you ever wanted [specific benefit], then you need to click here now...

Example: If you ever wanted to get washboard abs without spending hours in the gym, then you need to click here now...

One more tip...

Do NOT just create one byline and be done with it. Instead, spend time brainstorming a dozen or more bylines. You're sure to come up with a good one when you take your time creating it.

Now let's move on to the last step...

Step 4: Distribute Your Content

You have an engaging article that's optimized for the search engines. You've created an byline that's sure to get your prospects clicking through to your opt-in page.

Now you need to distribute this content as widely as possible.

Tip: Here's an important one: If you distribute this content on third-party sites (like article directories), then be SURE to read the terms of service first for each site. That's because certain sites - like EzineArticles.com - have editorial guidelines. If you don't follow their guidelines, your article won't appear on the site. And thus you miss out on having others republish the article as well as getting direct traffic from the directory itself.

Here then are the best places to submit your content:

- **Article Directories.** Some of the top directories include www.ezinearticles.com, www.goarticles.com, www.ideamarketers.com, www.articlecity.com and www.articlealley.com.
- **Social media sites.** This includes your Facebook Page, which is indexed by the search engines. But it also includes content-sharing sites such as HubPages.com and Squidoo.com.

Tip: If you use HubPages.com or Squidoo.com, do note that it's better if you either provide longer articles (such as 1000 words) or if you create your page using multiple

tightly related articles. That's because these pages are usually in-depth treatments of specific topics, so you'll want to offer more information in order to get your page rated more highly on the site.

- **Other people's blogs.** As mentioned earlier in this lesson, you can propose content swaps with other bloggers. Likewise, you can do the same thing with newsletter publishers, meaning you find other people in your niche with mailing lists... and then propose that you swap newsletter articles.
- **Your blog.** If you don't have one yet, you can get the free software at www.wordpress.org. Be sure to post your BEST content on your own blog.
- **Secondary blogs.** You can post your "second tier" content on secondary blogs, which are usually third-party blogs. Keep in mind that since you don't fully control these blogs, they could disappear at any time. Examples include blogs that you set up at www.WordPress.com, www.Blogger.com and www.LiveJournal.com.

Quick Summary

You're already turning your content into cash with your mini course – so why not turn your words into traffic too? That's the idea behind writing ezine articles... and it works amazingly well. Try it for yourself and see.

Now let's turn our attention to an easy way to tap into the power of social media...

Commenting on Facebook Pages

There are a variety of ways you can tap into Facebook traffic for your own benefit. These methods include:

- Purchasing ads on Facebook. These are the pay per click ads that you see running alongside the regular content all throughout the site.
- Creating Facebook apps, such as addictive games.
- Creating your own Facebook Fan Page or Group.
- Commenting on other peoples' Facebook content.

You can certainly use multiple methods to tap into Facebook's traffic.

However, you'll note that some of the above methods require expertise and money (such as building Facebook apps), while others require more time (such as building a Fan Page).

As such, for the purposes of this discussion, I'm going to focus on the EASIEST method: Namely, by commenting on other peoples' Fan Pages and/or joining their groups.

Here's how to do it...

Step 1: Sign Up for an Account

First things first: If you don't yet have a Facebook account, then go to www.facebook.com and join. Be sure to upload a photo and fill out your profile, including putting your website URL in your "information" section, along with a call to action.

Example #1: Housebreaking problems getting you down? Click here to get your pup housetrained in just five fast days!

Example #2: Homeschooling moms everywhere are raving about these free homeschooling lesson plans - click here to see what's getting everyone so excited!

Example #3: Now you too can lose the weight and keep it off for good! All you have to do is eat surprising five foods that burn fat. Click here to find out what they are...

You'll also want to set your account settings so that anyone can view your Wall. To do this, click on "Account" (upper right corner of the main Facebook page, where there is an arrow icon) and then click on "Privacy Settings." Once there, set all the privacy settings to "Public" so that others can view your Wall.

The reason for filling out this information thoroughly is because some people will click on your profile when you post on other peoples' pages - so it makes sense to have your content and promotions in place before that happens.

The front page of your profile (the informational "about me" section) is the most important, because this is what your prospects will see first.

Step 2: Search for Relevant Fan Pages and Groups

Your next step is to find Fan Pages and Groups that are directly related to your landing pages and offers. Please see earlier in this lesson for tips on choosing suitable blogs - those same tips apply here.

In general, you're looking for:

- **Busy Fan Pages and Groups.** These pages should have a lot of members, with several daily posts from members, along with frequent updates from the Page or Group owner.
- **Highly relevant.** The closer the Page or Group matches your niche, the better.

Tip: You'll want to focus on finding busy Groups since Groups tend to have more of an interactive community feel than Pages. That's because Pages are often set up to promote something, whereas groups are set up to discuss something - just like niche forums.

Here's how you find these Pages and Groups...

First, log into your Facebook account. At the upper left hand side of your screen you'll see a search box. Enter your broad search term (such as "*dog training*") and click the magnifying glass icon next to the search box.

On the next screen you'll see a list of Facebook Pages, Groups, Event and other resources that pertain to your keyword. If there are a lot of resources, then you'll likely find it easier to filter your search. You can do this by clicking on the "Groups" on the left side of your screen. Then you can re-do your search, except this time click on the "Pages" link on the left side of the screen.

In order to "join" a Fan Page, generally all you have to do is "Like" it. Groups work a bit differently as here you do need to officially join them. In some cases it's as easy as clicking the "Join Group" link. In other cases you'll need to ask permission from the Group owner to join the page. You do this by clicking on the "Ask to Join Group" link.

Once you've found a few busy, relevant Groups and Pages, then move on to the next step...

Step 3: Start Commenting

Now you can join the community by commenting and participating in discussions.

Tip: Look for the "Discussion" tab at the top of Group Pages and some Fan Pages. Some Groups and Fans tend to have their conversations directly on the Wall, while others confine their discussions to the "Discussions" section. Be sure to spend some time just browsing or reading the Group or Page so that you know what's expected.

Now, as mentioned, you really want to focus on becoming a part of the community – and that means engaging in actual discussions, especially on Groups. In that sense it's exactly the same as commenting on forums. Namely, you're looking to boost your reputation in the community for providing good information so that you can develop a following.

To that end, please revisit the tips from the Forum Marketing section.

Namely, the key is to provide useful, thoughtful answers.

This is particularly true in Group Discussions (as opposed to Walls), since your posts won't be truncated (and thus only viewable when someone clicks on "more").

However, what's different about a Facebook Page or Group is that you don't have a "signature file" that you can append to the end of your posts.

What's more, some people will frown on you attaching any sort of blatant commercial messages to your posts. That's because the Group and Page owners are likely promoting their own sites, products and services – and if they aren't they still may not take kindly to someone else trying to monetize their Group or Page.

As such, you need to be a bit more subtle. Here are three ways to do it:

- **Encourage people to check out your profile or Wall.** If you've written something that directly pertains to someone else's question or post, then you can start off your post by saying something like, *"I just wrote a post about this on my Wall..."* Here you're not directly telling anyone to click on your profile, but of course some people will do so.

Tip: Don't use this in every post or even in the majority of your posts, as the owner and other members will quickly see your commercial intent.

- **Create a unique way to sign your name.**

Example: "Nick James, Internet Marketing Training Club" Simple, without being overly commercial. And if you're offering meaningful contributions to the discussion, many owners likely won't mind you including a link.

- **Make use of your profile photo.** Whenever you post, a thumbnail pic of your profile photo shows up alongside your posts. You can help promote your site by including your URL in large letters in this photo. Keep in mind however that this will likely only work if you have a short

URL (meaning you can fit it in the space using large font), otherwise people likely won't be able to read it.

Quick Summary

As you can see, Facebook Group and Fan Page commenting is very similar, especially as you're looking to build a reputation. The only difference is that you need to insert your promotions (such as links) more quietly.

Now let's move on to one of the most powerful ways to get people to your opt-in page...

Partnering With Others

Imagine this...

One of your best friends sends you an email where he's absolutely raving about a new book that's available at Amazon. He tells you how much he likes the book. Then he tells you how much he thinks you'll like the book. Then he gives you the link to the book.

What are going to do?

If this person truly is someone you like and trust, then I have no doubt that you'll at least take a look at the link. And if you do have any interest in the book, you'd probably snap it up without giving it much thought.

The reason?

Because your friend's recommendation carries a lot of weight with you.

Now imagine this same scenario, except that it was a random stranger on the street who was raving about the book.

Would you even bother looking at the link? That's a big maybe.

After all, you don't know this person and you have no reason to trust him. And so his recommendation really wouldn't be all that influential in your purchase decision.

The reason I'm sharing this little scenario is because this is what YOUR advertising is like. The people who've been on your list for a while have grown to like and trust you – and that means they'll buy whatever you recommend, because your recommendations carry a lot of weight with them.

This is why I suggest you participate in niche communities, like on Facebook and through niche forums. As people grow to know, like and trust you, they'll be more inclined to join your list and buy what you're selling. Naturally, however this takes time.

Now here's the thing...

If there's a person who isn't on your list yet and they don't know you from any communities, then they have no reason to trust you. If they see your ad in the byline of an EzineArticles.com article, they may or may not click on it. Since they don't know you, your conversion rate may not be as high as those who're well known in your niche.

So let me throw a term out at you: **Borrowed credibility.**

Imagine if one of these well-known people in your niche did some advertising on your behalf. Imagine if they emailed their big, responsive lists and said, *"Hey, I know this marketer – he (or she) has a great mini course on [topic]. I highly recommend that you subscribe to the course by clicking here now..."*

Would you get some new subscribers using this method? You bet you would!

That's because the people on this marketer's list have grown to know, like and trust him – so when he recommends your site, it's like having a good friend offer the recommendation. And so his subscribers click over to your site without giving it a second thought.

That's why joint ventures are so powerful: Namely, because –

You have an influential person in your niche endorsing you to people with whom he's built a relationship.

Would you like to get in on this action? Then read on...

Step 1: Creating a Joint Venture (JV) Opportunity

A JV (joint venture) is when two or more marketers work together for mutual benefit. Beyond that, a JV is really only limited to your imagination.

It can be simple – something that just takes 30 seconds of work for each partner – or it can be an ongoing partnership that stretches out for months and even years.

Here are a few examples:

- **Swapping links.** If you each have a blog, you can put each other on your respective blog rolls.

- **Guest blogging.** You already learned about this earlier in this lesson. Yes, this is an example of a joint venture (and it's much more powerful than merely swapping links).
- **Trading endorsements.** If you and the marketer appreciate each other's skills and can wholeheartedly recommend each other's sites, then you can trade endorsements. This is where your partner sends a glowing recommendation about you to his newsletter list and you do the same for him. Obviously this one works best if you've build a relationship first because then you know enough about each other to send these recommendations.
- **Create a product or event together.** You might create a report, teleconference or even a webinar together. If you do either of the last two, then you'll be able to offer the live event as well as the recordings to your subscribers, visitors and customers.

In any case, the key is to create a useful but incomplete product together, being sure to promote both of your sites within this product. Then each of you can distribute this freebie to your newsletter lists, on your blogs, on your Facebook Walls and anywhere else that's appropriate.

Tip: Contact the product vendor for the product you're promoting in your mini course and ask this person for an interview. Then do the interview for 30-60 minutes on the phone, being sure to use your affiliate link whenever the product is mentioned. Then both of you distribute the recordings to your prospects.

- **Exchanging ads.** This is where you write an ad for your landing page and your partner includes this ad in his newsletter. You do the same for him.

Alternatively (or in addition), you can trade ads on your "subscription confirmation" pages. So when a person clicks on the link in their email to confirm a subscription to your newsletter, they get taken to a page that thanks them for their subscription... and then recommends that they join your partner's list. Your partner does the same thing for you on his site.

The above are just some of the more common joint ventures. You can certainly come up with your own joint venture, as long as it's beneficial to both parties.

Tip: Want to get more "yes" responses? Then stack the deck in your partner's favor. In other words, make the deal much more

beneficial to your partner than it is to you. In addition, be sure to do as much of the work as possible. More on this in a moment.

Step 2: Finding Suitable JV Partners

Once you've decided what type of joint venture you'd like to do, then your next step is to find prospective joint venture partners. Here's how:

- **Search Google.** Simply enter in some of your more-competitive keywords and you'll find out who controls the organic search engine traffic in Google and other search engines. These are all potential JV partners. Be sure to also check out the sponsored (paid) ads at the top of the results and running on the right side of your screen.
- **Browse Clickbank.com.** You can either browse the relevant categories or run a search in the marketplace. Either way, those products listed near the top are the more popular products which likely means the marketers behind those products have access to bigger customer lists and more traffic.
- **Look for people with platforms.** Earlier in this lesson you found out how to find blogs and forums in your niche. Be sure to return to your lists to find out who owns these platforms as these people are potential JV partners. Be sure to also look at the blogrolls (links) for prospective partners. Finally, keep an eye on the top posters on the popular forums, as these are also good potential partners.
- **Seek out people with newsletters.** To do this, return to Google and run a search with your keywords (like "gardening") alongside relevant search terms such as ezine, newsletter and mailing list.
- **See who's using article marketing.** The top article marketers on sites like EzineArticles.com tend to be good prospective partners, as it's often clear that they've worked hard to build their traffic.
- **Ask your market.** You can ask them whose newsletters they subscribe to and what blogs they read.

Step 3: Do Your Due Diligence

If you follow the six steps above you'll uncover dozens if not hundreds of potential partners. But don't just start contacting them.

Instead, you want to take the time to research them (i.e., do your due diligence).

That's because your name is going to be linked with all of your prospective partners, so you want to make sure they have good reputations.

To that end, search Google for:

- Their names.
- Business names.
- Product names.
- Email addresses.
- Websites.
- And any other piece of identifying information that you have access to, such as telephone number.

Consider it a red flag if you see:

- A pattern of complaints from customers (keeping in mind that anyone who does a lot of volume is bound to have a couple complaints).
- Serious allegations, such as fraud.
- A pattern of complaints from affiliates, partners and other business associates.
- Criminal proceedings.

If you see these sorts of things, cross that person off of your list, as there are plenty of other people with whom you can do a joint venture.

Step 4: Approaching JV Partners

As you already know from the section on guest blogging, the key to securing plenty of "yes" responses is twofold:

1. Develop relationships first.

People are much more likely to do a favor for a friend or even an acquaintance as opposed to a total stranger. So at the very least, you need to make sure your prospective partner at least recognizes your name. You can do this by:

- Post on forums that your prospective partners own or ones on which they regularly participate. Be quick to offer your assistance if he asks for it.
- Post thoughtful discussion on your prospective partner's blogs.
- Follow these marketers on Twitter and befriend them on Facebook.
- Become an affiliate for this person and put some money in his pocket.

- Join his newsletter list and respond to any feedback requests he makes.
- Offer something of value. For example, if you can do graphics and you know this person needs a banner, offer to do it for free.
- Get on this person's webinars and teleseminars and ask questions.
- Go to offline events and introduce yourself to this person.
- Establish yourself in the niche. If you create a big list, some of your prospective partners will approach YOU.

And so on – basically, make your name known in your niche. Doing so makes it easier for you to get your foot in the door.

Ideally you'll use the opportunity to start building a relationship. But if you want to try to directly do a JV, you'll find a sample email below that you can use.

2. Make the deal favorable to your partner.

Whenever possible, you should do most of the work and your partner should get most of the benefits. Never forget that this person is doing a favor for you and it's likely that he's getting plenty of similar requests already sitting in his inbox. So make the deal extremely favorable and you'll have a better chance of getting a "yes."

Now, below you'll find a sample email. This particular email is for a joint venture with a product creator, where you can ask to interview this person on a teleseminar. Your email may be drastically different, depending on what you're proposing.

Note: Before you sit down to write a proposal, do two things:

1. List all the benefits. List as many as you can think of – you may not include all the benefits in your letter but at least you'll be clear about what those benefits are.
2. Research the marketer. Read his blog, Facebook page, newsletter, products and everything else. The more you know about this person, the easier time you'll have connecting with him.

In other words, don't create "cookie cutter" proposals – instead, tailor them to the person you're writing too. If you know what makes someone "tick" – what motivates them – then you can highlight those particular benefits in your email.

Now here's an example...

Subject: I'd like to interview you, [name]
Alternative Subject: Quick question from [your name]

Note: The above subject line is the type that should only be used if the person is already an acquaintance - meaning they'll recognize your name.

Dear [first name]

Hi, it's [your name] from [your site]. I'm writing today to request the privilege of an interview with you.

It's fast - just 30 minutes of your time on the phone - yet you'll enjoy a boost in traffic and sales for your [name of product] product.

Here's what your 30 minutes buys you:

- * A live, targeted audience which is eager to hear about [name of product]. That means new customers for you.
- * The rights to the recorded interview so you can continue making money on the backend for years to come. Give it away to your subscribers, use it to build credibility, offer it as a bonus to other products - the choice is yours!
- * Free publicity when I promote this interview. You'll get free exposure in my newsletter and on my blog.
- * Free permanent backlink on my blog.

Email me right now and let's decide the best time for you. I look forward to working with you!

[Your name]

P.S. My list has asked about you - they'd be thrilled if you agree to the interview!

Step 5: Ensuring the JV Goes Smoothly

Your last step is to be sure that the joint venture goes well. That's because a partner who has a good experience with you the first time is more likely to agree to another joint venture in the future.

Here's how to make sure it's a good experience for both of you:

- **Stay in contact.** Your partner will want to know what's going on, so keep him in the loop during the process.

Example: "I'll edit the audio and have it to you by the end of the week".

- **Send reminders.** This may be the most important thing you have going on but your partner has a lot of other stuff going on too. Some partners may forget details or miss deadlines. That's why it's responsibility to send reminders.

Example: "I just wanted to send a quick reminder that our telephone interview is tomorrow at 4:00pm EST. You'll find the phone number below..."

- **Do as much of the work as possible.** If you're co-promoting each other you can send your partner a "copy and paste" ad that he can send to his list. If you're creating a report together, you can do most of it (because, after all, you get to borrow his credibility by having your names featured together as authors). And so on. Point is, make it easy for your partner.
- **Prepare your partner.** If you're going to do something like a live telephone call with your partner, then prepare him in advance by letting him know what types of questions you'll ask. Don't script the call – but do let him know what to expect.

Quick Summary

You can create profitable joint ventures in many different ways. Just be sure you pick your partners carefully and ensure that your partners have a good experience too.

Now let's look at how to integrate all of these marketing methods...

Establishing a Weekly Schedule

Below you'll find a sample weekly schedule that you can use to implement all these strategies. This sample schedule includes doing things like finding new forums and so on.

Once you've done this schedule for a few weeks, then you can discontinue those sorts of preliminary steps and instead just spend more time focusing on the core activities (such as posting on the forums).

Note: Don't limit yourself to this schedule. For example, if the schedule says to create one article but you have time to create three articles - then do that instead! In other words, these are just minimum guidelines, but you can certainly do more.

Monday

- Guest Blogging: Create a list of prospective bloggers with whom you'd like to swap blog content.
- Interacting on Forums: Research suitable forums.
- Writing Ezine Articles: Do your keyword research today.
- Commenting on Facebook: Register on Facebook and fill out your profile completely. Then do a search for your broad keywords to uncover Fan Pages and Groups that are highly relevant to your site. Choose the top three busiest, most popular Groups or Fan Pages.
- Partnering with Others: Decide what type of joint venture you'd like to do. Compile a list of prospective joint venture partners.

Tuesday

- Guest Blogging: Send emails to the list of bloggers that you created yesterday. Whenever possible, build relationships first before suggesting this content swap.
- Interacting on Forums: Register on the top three forums. Fill out your profile (including uploading a photo). Read the terms of service, rules and other policies. Read several posts to get a feel for the "flavor" of the forum.
- Writing Ezine Articles: Write and submit at least one article to the article directories mentioned in this lesson. Create your byline today, too.

- Commenting on Facebook: Read some of the comments and messages on your top three Groups or Pages so that you can get a feel for what's allowed and what's not in these particular discussions.

Tip: Pay attention to the way others promote themselves. Do they create one or two line signature files? Do they point to their own sites? Do they list their links next to their names? Whatever the majority of members do is what you should do, too.

- Partnering with Others: Do your due diligence to make sure your prospective partners have good reputations (as your name will be associated with their names). Be sure to also get a feel for who these people are, as it will help you connect with them better when you email them.

Wednesday

- Guest Blogging: Create an article for one of your partners. Answer any emails that come back to you. If a blogger says no, be sure to politely thank them for their time.
- Interacting on Forums: Create your signature file. Better yet, create three or four different sig files so that you can rotate and test them out on the forums.
- Writing Ezine Articles: Write and submit another article to the article directories.
- Commenting on Facebook: Post three to six thoughtful posts on each of your three top Groups and Pages.
- Partnering with Others: Ideally you should start building relationships with your partners first, using the techniques outlined earlier in this lesson. Once you do that, then you can continue on with this schedule: Namely, today you'll work on creating your joint venture proposal.

Thursday

- Guest Blogging: Create an article for one of your partners. Answer any responses from prospective partners.
- Interacting on Forums: Start posting on each of your top three forums. Post from three to six messages today per forum.
- Writing Ezine Articles: Write and submit another article to the article directories.

- Commenting on Facebook: Post three to six thoughtful posts on each of your three top Groups and Pages. Focus on building good relationships with other members.
- Partnering with Others: Send out your JV proposals.

Friday

- Guest Blogging: Create an article for one of your partners. Answer any responses from prospective partners. If some of your partners have already sent you their content, be sure to upload it to your site (and email them once you do so).
- Interacting on Forums: Continue posting on the three forums, aiming to thoughtfully answer at least three to six questions per forum.
- Writing Ezine Articles: Write and submit another article to the article directories. Also, research "best article directories" in Google to uncover still more places to submit your articles.
- Commenting on Facebook: Continue posting on your top Groups and Pages.
- Partnering with Others: Respond to those who email you back about your proposal. Thank those who say "no." Hammer out the details with those who say "yes." Next week you'll work on doing your part of the joint venture (e.g., such as sending an endorsement to your list).

Now let's wrap things up...

Conclusion & Homework

Congratulations: You've finished the course (except for this week's homework). And that means you now know how to use my **L.I.S.T. system** to create your own profitable mini course. Let's review:

- **Layout**: The first step is to Layout Your Plan, which includes choosing your niche, deciding what products you'll promote, planning your mini course and so on. The second step is to Layout Your Page, which includes creating your opt-in page sales letter.
- **Information**: This is where you learned how to create the content for your mini course.

- **Strategy:** In this step you learned how to convert your subscribers now with your mini course, plus you found out how to create follow up content to turn your subscribers into buyers later.
- **Traffic:** You just learned how to use guest blogging, article marketing, forum marketing, Facebook commenting and joint ventures to get targeted traffic in front of your opt-in page.

As usual, it's time to take action...

Action Step and Homework

Your assignment is to send me your game plan for traffic.

In other words, what do you intend to do to get targeted traffic to your site? What type of weekly schedule do you intend to follow?

If you've been following along with the course and submitting your homework, then you should be well on your way to creating a profitable mini course.

But if for some reason you haven't yet started, then I strongly urge you to get started right now – today – because the sooner you do, the sooner you'll start growing your list and enjoying the profits!