

# List Building Profit Techniques

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## **How To Structure Your Autoresponder So You Make Maximum Sales When Your Subscribers Opt In**

This is one of the most important things you can do right up front to start making sales from your list fast. Basically what I do here is I structure my autoresponder campaign so that when someone has opted in, instead of being taken to a thank you page or the default autoresponder “you have joined xyz list” page, I send them to a sales page. You can use an affiliate page if you do not have a sales page of your own yet.

If you do use an affiliate page, I recommend that you send them to a page that says something like:

*I am processing your order for your free gift as you read this. I will send out a confirmation email momentarily; when you receive that, click the link to confirm your email, and you will be sent the free gift immediately.*

*While you are waiting, check out this (great product for their specific needs): (URL to affiliate page).*

If you have your own product, I recommend you incorporate that script into the sales page itself like this:

<http://www.plrcontentsource.com/ListBuildingProfitTechniques.htm>

Either way you do it, you will be monetizing the subscribers as they come into your list. You will also be conditioning your subscribers to buy from you, and to expect to see sales pages. You see, I deliver a lot of value to my customers and my subscribers. But I expect them to participate. I expect them to buy from me from time to time. And they do.

And you have to do the same thing. You have to expect your subscribers to buy from you. You give them strong value – you should expect that if they are serious about their niche, they will buy from you. Of course, you will always have those that are not serious – and that is ok too. Just focus on the ones that are serious.

## **How to Leverage Your Writing**

One of the things that I do of course is write a lot. But just because I write a lot doesn't mean I don't want to get more than one use out of the things I write.

When I write articles, I often send them to my list, as part of the email campaign, or as a broadcast. If I write something that particularly appeals to my subscribers, I can usually tell, as I regularly take questions from my subscribers, so I will send them my article – many times before I ever publish it.

I will also compile 5-7 articles on a similar topic and convert it to a pdf and send it out as a free gift to my subscribers.

Many times when I am answering email questions from my subscribers I will copy the answer I sent them and make it into an article. You see, I figure that if the people on my list have a question, then people searching online might have the same question. So I answer it in the email, then I use that same email answer as an article. I might have to make some adjustments, to make it fit for an article, but that is usually pretty easy.

I am constantly looking for opportunities to create articles out of things I produce. My teleseminars and interviews – I simply have them sent out and transcribed, then I break some of them up into articles. I am constantly on the lookout for good content.

You can often get a minimum of 3 uses out of anything you write – email, articles, and short 5-10 page free ebooks.

## **How to Cross Sell Your Customers**

One of the most important things I do is look for joint venture partners and affiliate partners who have products that might appeal to my subscribers. I am constantly on the lookout for great products that my subscribers and existing customers might like, and when I make them available to my subscribers and buyers, and they buy, I generally earn a percentage of the sale.

Or sometimes I will just arrange a deal where I get the opportunity to access someone's email list and send it a mailing, in exchange for allowing someone to mail something to my list.

I have to tell you this: be careful with this, especially if you are mailing a free offer of sorts to your list on behalf of a joint venture or affiliate partner. An unscrupulous partner can damage your image. You see, people expect that if you promote it, you endorse it – so make sure it is worth the web page it is shown on before you send out an email.

I currently have dozens of products, so I repeatedly make my products available to my subscribers and buyers. But when I first got started, the bulk of my offerings were affiliate products and resale products, and even now I promote a few affiliate and resale products. I am actively creating new products, but for many of my customers who have bought most of my products, it is important to have alternative products available.

Many people spend a consistent amount of money online every month, and if you don't give them the opportunity to spend it with you, they will spend it with someone else.

## **How To Make Money Long Term With Your Subscribers?**

This is one of my favorite subject, as I am personally in this business for the purpose of developing a long term internet residual-type income. I stress residual-type, rather than residual, as I generally equate residual with income I have once worked for and no longer have to work for.

I believe that to continue to make real money with the internet, you have to continue to work – although once you have created a base of loyal customers, that work may be easier, or at least different, than creating that initial base of customers.

There are two ways to continue to monetize a list – 1) to continue to create new products, and 2) to continue to find new affiliate product to promote to that list.

And there are two ways you can organize each of these tracks, and these can also be done simultaneously: 1) you can create new products or find affiliate products that are in the same price and quality category as the ones your list is already purchasing or has purchased, or 2) you can choose to create or promote increasing larger, more substantial, and therefore pricier products to a selectively smaller portion of your subscriber base.

The idea with constantly increasing the value and price points of your new products is that you are able to place your most responsive customers into the highest priced packages they can or will afford.

In many ways, you can also create your own future products by teaching your customers to do well in their field, thereby creating additional income, a percentage of which can be spent on longer-term learning from you. As customers purchase products with higher price tags and more value, their loyalty to you increases, giving you the opportunity to continue to be their preferred provider of training and coaching materials in their niche.

So how do you make money in the long term with your list?

I am a big believer in the sales funnel. What is a sales funnel? A sales funnel is a progression of products through which you move (or funnel) your prospects, using each product and pricing point as a qualifying device, and offering them more expensive and valuable products over time, as they progress through the sales funnel.

Typically, a sales funnel begins with a low priced or free product designed to give your visitors the opportunity to 'test' you out for a low price, and with low risk.

Once the visitor has been transformed into a subscriber and has entered your sales funnel, as he purchases progressively more expensive and valuable products, you will expose him to still more expensive and valuable products.

A typical and efficient sales funnel looks like this:

- 1) A free item (for example, free giveaway to induce to subscribe to list)
- 2) A \$10 - \$27 product (for example, 30 page ebook)
- 3) A \$47 - \$77 product (for example, 100 page ebook)
- 4) A \$97 - \$297 product (for example, 100 page advanced ebook with CD or mp3)
- 5) A \$497 - \$1000 product (for example, a 6 week course or coaching program)
- 6) A \$5000 + product (for example, a 3 –day seminar or better)

Obviously, the sales funnel can be manipulated, the price points changed, and of course the product examples are just that – examples. However, this illustrates the basic structure of the sales funnel.

So how do you most effectively utilize your sales funnel?

Initially, you use the free gift as an inducement to attract subscribers to your list.

They are first presented with one of the first several items in your sales funnel, and will probably purchase the lowest – priced option first (however, by only offering a low priced product, your subscribers will assume you do not produce high-quality products).

Once they have purchased one of the products, you immediately move them from the list they are on, to a list that only promotes products of a similar or higher value and price point as the product which they have purchased. For example, once they have purchased a product for \$100, they would no longer be exposed to \$10 or \$50 products. Once again, you have some freedom with this sales funnel – the numbers and structure I am proposing is simply an outline, although this structure tends to work extremely well in real-life.

This is the real secret to list monetization, and is the key to creating long term income from your list.

## **List Building and The Big Picture**

### **Are You In Control of the Future of Your Web Business?**

One of the things I notice is that so many people do not really know what their sales funnel should look like, nor are they designing products with their sales funnel and future income goals in mind.

They are simply creating products that they hope people will want. They may even be asking their own subscribers what they want – which is great for creating short-term income, but bad for creating long-term income.

If you want to create long-term income, you need to be thinking about what it is going to take for you to make the exact amount of money which you need or want. Chances are, you are not going to make \$100,000 per year with a \$10 product!

That would require over 10,000 sales.

However, if you were to create a \$100 product, you would only need 1,000 sales to get to your income goal, and a \$1000 product would get you there with only 100 sales per year.

So think about exactly what your income goals are and how you can best get to those goals. Think about what your big ticket item is going to look like, and to whom it is going to be marketed, then build your sales funnel with that in mind.

You will have far stronger long-term gains if you are focusing on the end of your product and sales funnel, rather than the beginning. It will impact the structure of each of your products along the way.

## **Change Is Inevitable – You Must Be Ready For It**

It is a myth that you can create one product or one web site and ride it out to riches for the rest of your life.

No matter how great your product, if it is worthy product, demand for it will change over time. Others may copy you and intrude on your market space. You may find that your product becomes outdated.

You might also find that consumer needs change.

Now, this doesn't mean that you can no longer remain viable in a particular niche, although sometimes entire niches may disappear online as better solutions arise. But in general, you simply have to think about what you can do to adapt to the changing world, to adapt to the changing market.

Constantly ask yourself 'Is my product current'? Constantly evaluate the competition to determine if there are additional things you can do to improve your sales funnel and your product.

Keep up with the changing needs of your online list. Ask them regularly what types of products they are looking for.

Remember that the source of traffic can impact the needs of the subscribers who come to you via that source of traffic. You might find that the needs of two sets of subscribers are significantly different from each other.

You may actually need a different product line for a different source of traffic. This may be an extreme scenario, but it can certainly occur.

As the needs of your subscribers change, you must be willing to adapt your product offerings or your email campaign to accommodate their new needs.

## **How to Create Credibility in Your List Building Campaign**

Credibility is incredibly important, and its impact cannot be underestimated. You see, if the people on your list do not trust you or believe that at all times you know exactly what you are talking about, they will not buy from you. They must trust you to buy from you.

So how do you create trust?

One of the important things in creating long-term trust is that everything you do is congruent. You cannot say one thing in your articles and another in your email campaign. You cannot do things one way and then teach your list to do

things another way. You must be consistent and congruent in everything you do, to maximize revenues from your email list.

You must be willing to tell the truth, no matter what. If someone asks you a question, even if you know they are not going to like your answer, tell them the truth anyway.

They will respect you for it, and their bond with you will increase. As that bond goes up, credibility goes up, and with it sales revenue.

## **You Must Motivate Yourself to Work Hard**

A few days ago I was discussing some of the things that motivated my to keep writing articles when I just had a few articles online, and what it was that drove me to keep writing, and how I was able to motivate myself to write 10-20 articles per day.

I am a big believer in the concept that you should work as though you are making the money you want to, and then the money will follow.

I think that principle also applies in most other areas of our lives, too, like our families, relationships, and quality of life. Live as though you are the happiest person on earth – and you will get happier. Treat your family as though they are most important thing in your life – and they should be – and they will treat you like you are the most important person in their life.

A fellow in my church used to tithe on the money he wanted to make, not the money he currently made. His income went up.

Long story short, I believe you should work as if you are making your desired income, and before long you will be making it.

I'll tell you how it happened to me.

Back in October of 2006, I had a record month for me online: a whopping \$900! That was my third month online, so I was ok with it. But what I did was I went into my subscribers stats and I went into my article stats, and I looked at the number of new subscribers I was getting per day per article online, and I looked at the average value that each subscriber was adding to my list, and I calculated the value of each article I submitted online. I came up with \$20 per article. I decided I would stop thinking of my daily income as being equal to what people spent with me that day, as some days were \$0 and some were \$50 and others were anywhere in between. I decided that since I knew the future value of my articles, if I calculated my income by how many articles I wrote that day times the

dollar value of the articles, then I would have an accurate figure for how much I actually earned that day, not received.

So I would write around 20 articles, many days, crediting myself with having earned \$400 that day. 20 days per month and that comes to \$8000. And sure enough, a few months later, I was at \$8000 per month.

You see, what you are paid today online is not what you are worth today. It is some extrapolation of work you did last month or the month before that. If I sell a book today for \$100 – when did I earn that money? Not today. I earned it when I wrote the book – several months ago. I earned it when I wrote the sales letter. I earned it when I built the online relationship with the person that bought it.

## **Insights Into Article Marketing**

One of the things I have observed online is that there are roughly 100 people or less who make a full time income online using article marketing. I call them real article marketers. Then there are people who are actually article marketing, but just do it part time – and I don't know the number of this group.

But I can tell you this. At the this of this writing, I have over 1400 articles published online, and all of them are set up in such a way that I get traffic to my web site from them every single day.

The articles are my lifeblood – they drive the traffic that makes me a living.

In the process of writing and publishing 1400 articles, I have developed some insights. The first insight is that there are two purposes to article marketing.

One purpose is that of generating backlinks to your web site. To do that you need to write a few articles and submit them to hundreds of article directories.

The other purpose of article directories is to write multiple articles and submit them to a few directories, the top few directories in terms of traffic.

Another insight I have had is that you cannot accurately measure article marketing results after 20 articles, or even 100 articles. I have been article marketing for over 8 months now, and I still get traffic from the very first articles I published over 8 months ago. This means that there is a cumulative effect of time on my articles. If I had measured the success of my articles that first month – I would have only been measuring 1/8 of the total time that my article is online. And if I try to do a complete measurement right now, I would only get half of the result that I will if I measure in another 8 months. What about 5 years from now?

It is impossible for me to even imagine the total impact of my articles after 5 years on the internet.

Another thing I have learned via my article marketing is that people like to read multiple articles. They like it when they google several different terms and I have articles that come up for each. They like to get a feel for my style before they click through to my link.

And some people decide they don't like me. And that is fine too. You see, I find that article marketing serves as sort of a screening device. I think that it eliminates a lot of the tire-kickers before they would even get into my list and clog up my system.

Another thing I have learned is that you cannot rely on your old articles to bring you all your new business. The most traffic I get from any article is generally in the first month. Then the second month that traffic goes down. And the next month it goes down even further. But I don't think it ever really goes away.

When I studied economics, I learned that some things experience diminishing returns – but many of those things, although they may approach a zero return – continue to provide some additional value. We studied how things may approach a limit, either to infinity, or to zero – but not reach that value.

And I believe that is how article marketing is – I think that there is nearly a forever effect – unless the internet is completely wiped out one day – highly unlikely – and that an article you write today can have an impact years from now, maybe even decades from now.

## **What is the Future of Article Marketing?**

I get questions a lot from people who ask me 'how much do I have to rewrite an article for it to be original?'. If you didn't start laughing, reread that until you do. If you simply do not see the irony, ask your 5 year old kid – they are less hardened than we are.

Hmmm... how much do I have to rewrite an article for it to be original? No brainer.

But I think that what they are really asking is, how much do I have to rewrite an article for the search engines to think it is original?

And this is what I tell them: I cannot give you a number, because it would go against my character. You see, if I tell you 40% of your content must be changed – then maybe that number is good for today, but what if you write 100 articles

like that and then in 6 months the search engines raise the standard to 50%? You would lose all the articles you have written in the past 6 months!

So now you start over again – and six months later it happens again!

Look, my opinion is this – why not just write 100% original articles, and perhaps those articles will still be generating income for you several years from now?

So what is the future of article marketing?

This is my prediction: At some point in the future, and whether it is 6 months from now or 6 years from now, I do not know, but at some point in the future, the search engines (or really the mathematicians who work for the search engines) are going to come out with an algorithm that eliminates 95% of all content on the web because it is going to be so good at detecting rewriting, duplicate content and plagiarism.

Guess who the 5% that are left are going to be? The little people who took the time to write original articles. They are going to win the search engine battle – and most of them won't even know why. They will just be happy when their traffic goes up 20 times over night.

## **Is Internet Marketing Coaching Right for You?**

First of all, what is internet marketing coaching? Basically internet marketing coaching is coaching, or help and direction from someone who has done it before, in the area of internet marketing.

Now, internet marketing can mean any wide range of things – it can mean literally marketing to marketers – but in most case it generally means marketing whatever it is you market – whether it is dog training, deep sea fishing, weight loss, or anything.

So how does internet marketing coaching work? Well, each program is different, of course, but generally the first step is to assess where you are and where you want to go online.

The next step in internet marketing coaching would be that of creating a game plan to get you from where you are today to where you want to be at some point in the future, and should include evaluating how much effort is going to be necessary to get the intended results.

And then the coaching itself – this should give you step by step instructions on how to get from where you are to where you want to be.

Coaching should also give you an edge – the coach should be able to offer insights that he or she is able to draw from his or her own experience, indicating that something may or may not work well for you, in your system.

So do you really need coaching? Well, how fast do you want to grow? You see, if you are willing to spend a year trying to figure out the next step in your online progress – and that is fine – and you can probably do it yourself, given enough time and research - then maybe you don't need a coach.

But what if a coach could compress all of the learning you would do in a year, into one month? What if he could compress your second year learning curve into 2 months? In just a few months you could have the same knowledge and effectual experience that you might have in 2 or 3 years online, plodding along by yourself.

Maybe you do need a coach!

## **What Can You Get Out of Article Marketing Coaching?**

What if you had the ability to know exactly what you need to do to get from writing one article a day and submitting it to 5 publications, to writing 10 articles a day and submitting them to 50 publications?

What if you could be taken by the hand, shown the pitfalls of article marketing and how to avoid them, and what are the things you need to know to excel at article marketing and how to quickly implement them.

Sure, you can read a book on it.

The funny thing about books is this.

If I write an informational book that has 20 pages – someone might think that it has no more value than \$50, right? But that is because people generally assume that the longer a book, the more information it contains.

But what if I had just 10 pages of radically important material, material that would supercharge your article marketing experience? Could I sell that for \$100, \$500? 10 pages?

Sure, a few smart people would buy it, apply it, recognize the value, put it to good use, and learn more than \$500 worth of information.

But what about everyone else? They think they have been cheated! They think that they are buying material based on how many pages that it has – or more accurately, they think that if it has more pages, it must have better material!

So what do writers tend to do if they have 10 pages of truly revolutionary material? They package it in a big book – for two reasons. 1) So that people will think they are getting a good deal. And 2) so that if some bozo buys the book, and decides he is going to return it and keep the book and the money – he has to at least work to get the 10 pages of good information. He has to read all 100 pages or 200 pages and then since he is a bozo anyway, he can't figure out what is the good stuff or what is just the filler. Of course, you see the problem with that – all the good people have a hard time figuring it all out.

So what do you do? Hire a coach. Have the coach give you the information you need to excel – and give you just the information you need – nothing less – nothing more – no fluff, just the meat, just the important stuff.



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