

September 2016

INSERT

YOU ARE WEALTH NEWSLETTER



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LIST BUILDING, LIST MONETIZATION

4 Words that Equal a Million Dollar Income

If I could show you a business model in exactly 4 words that could earn you hundreds of thousands of dollars per year (or more) would you be interested?

It's perhaps the easiest, simplest online business model there is. And I know you've seen it a hundred times in one form or another.

But still, most of you are out there looking for the holy grail or the latest greatest pile of steaming junk guaranteed to make you a million my Tuesday.

Look, you can do what works or you can chase a pipe dream. But you can't do both.

And when I tell you these 4 words, many of you are going to sigh and look for the next article.

Because yes, you've heard it before.

But are you doing it yet? Why not?

And if you are doing it - are you focusing 90% of your efforts on it?

If so, then you're already doing well and it's just a matter of scaling up.

If you're not doing it, then what are you waiting for, a written invitation in gold leaf?

It's not going to happen.

Okay, if you haven't already guessed, the 4 words are these:

List Build. Sell Stuff.

It's that simple.

"Sure, it's easy for you. But I can't get the traffic to build the list to sell stuff."

Traffic does seem to be everyone's sticking point.

But it's not because you don't know how to get traffic - it's because you're not doing the things that will get you traffic.

Are you guest blogging?

Are you buying solo ads?

Are you writing fantastic blog posts and eBooks?

Are you making videos?

And do all of these things point back to a targeted squeeze page?

If so, you're doing fine in the list building department.

Which brings up the selling department.

Hopefully you chose a niche where people buy stuff.

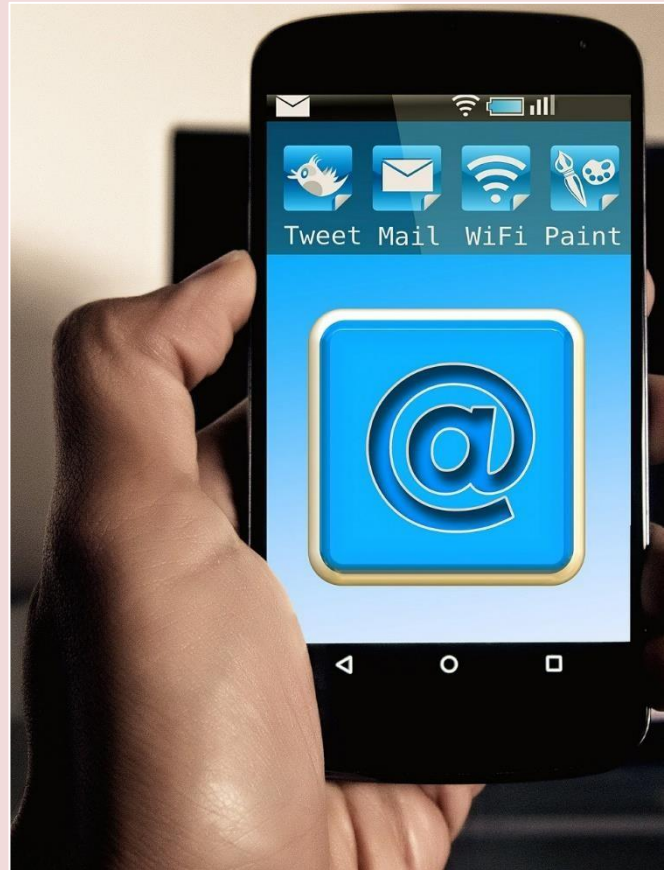
And where there are plenty of affiliate programs selling great products.

If not, you've got to either create your own products or change niches.

So how do you sell to your list?

By being interesting, that's how.

80-90% of list owners bore the hell out of their list.
Don't do that.
Inject personality into your emails.
Entertain.
Tell stories.
Shock.
Be controversial.
Have fun and your list will have fun.
And more importantly, your list will open and read and act on your emails.
It's not hard.
You've just got to DO it.
Which is why starting on page () of this month's issue you will find an entire list building and list monetization section. We hope you devour it and use it to build 4, 5 and 6 figure profits that you can enjoy for years to come.



“Do you actually need a list?”

“Can’t you just build your social media following and call it good?”

To answer this, take a look at a quote from Derek Halpern of Social Triggers:

“I’ve got two numbers for you: 300 and 4200. A few months ago, when I updated my Twitter account and I sent a link to my Twitter followers, I sent about 300 clicks to my website.

“But when I shared that same link to a similar amount of email subscribers, I sent 4200 clicks to my website.

“Now I know you can’t spend clicks, but those clicks are people. The more people you get to your website, the more money you can make.”

With social media, you are competing with ‘fun.’ Somehow, your well-researched 2,000 word article on traffic generation strategies might not garner as much attention as the latest cat meme.

There is far more competition on social media. How many emails does a person receive in a day - 50? 100? Maybe 200 at most?

How many tweets does a person receive in a day? Thousands?

So where is it easier to stand out - in a Twitter stream or in the inbox? And yes, the same goes for Facebook.

85% of people who use the internet use email. 62% of them use social networking sites.

And if you think those numbers are close, think again. That means that 62% of internet users are on one or more social sites. If you want to have a chance to capture the eyeballs of all

62%, you will need to be active on every single social networking site.

Or you could simply build your email list.

The average click-through rate on Twitter rarely tops 1.64%. If you don't pay to reach fans you've already earned on Facebook, the numbers are even worse.

But email open rates hover around 20% for many industries, and can go up as high as 50% and occasionally beyond.

Click through rates vary greatly, but 30% is perfectly normal for a well written, well targeted email.

Compared to 1.64%, 30% or even a lousy 10% on a terrible email is still a wet dream for most marketers.

According to data from Litmus, email conversion rates are 4.16% across industries. Search gets a respectable 2.64% conversion. But social media strikes out at just 0.48%.

“But wait! Can't I reach people through social media who aren't on my lists? People I would never reach otherwise?”

Yes, of course. Which is why the ONE thing you should be doing on social media is of course BUILDING YOURLIST.

Because until you capture their email address, people will come and go in the blink of an eye.

Email is private. Sure, people share photos from last Friday's party on social media, along with the latest cute thing their kid said and the funny meme that everyone has seen 20 times now.

What they don't share is private stuff. Are they looking for a program to help them lose weight, make money or find the love of their life? If so, do you think they want this to be public? No. In their email they're receptive, in social media they're not.

Email is the place to be if you're selling anything other than silly t-shirts and funny coffee mugs.

And it's the place to be if you want to earn serious income month in and month out.

Which is why we're going in depth this month on list building.

1. First, we'll cover maximizing the subscribers you get from your own website. (page 4)
2. Next, we'll touch on hub pages – easy to build pages that search engines love. You'll get free traffic and targeted subscribers with these pages. (page 5)
3. Then we'll cover how to use every piece of your content to get more subscribers onto your lists. (page 6)
4. And give you 15 tips on how to turn your new subscribers into buyers (page 7)
5. And last of all, we'll give you a down and dirty super fast method of list building in the internet marketing niche. (page 9)

Have A Website? Good! Now Let's Maximize The Subscribers You Get From Your Site...

While there are many ways to list build, nothing beats having your own site.

It's where you build authority and credibility. It's where your fellow marketers look to see if you are worthy of their time, attention and traffic.

And most of all it's where you'll find some of your very best, most profitable subscribers.

First and most importantly, consider adding a **feature box** to your site. This is a big box that appears at the top of your page, and in fact takes up the entire top of the page, so that readers need to scroll to get past it.

Your feature box is going to have a great headline that makes it 100% clear what your site is about. Beneath that you'll have several short bullets that lets them know why they should subscribe.

Underneath that is the opt-in box for their email address, along with a call to action such as, "Just enter your email below and click "Get Updates!" Or, "Let us know where to send your free manifesto and click "Yes, Send it To Me Now!"

A feature box tells casual visitors what your site is all about. It maximizes targeted subscribers who want exactly what you have to offer.

And it doesn't prevent those who don't want to subscribe from simply scrolling down to see the rest of your homepage.

Next add **opt-in forms** to the right places on your website. Top of sidebar is an absolutely mandatory location for an email sign up form. No, you shouldn't put it slightly down the sidebar or under an ad – if you do, you'll lose out on subscribers.

Next, add a **sign up form** under every single post. Think about this – your reader just read your entire post. This means they either love what you wrote, or they're bored as hell and had nothing better to do.

Assuming they love what you wrote, this is the perfect time to ask for the sign-up. And if they're bored enough, they might sign up too.

Now here's a location many people forget all about – your "**About me**" page. If someone



is interested enough to click your 'about me' page, there is a really good chance they'll sign up onto your list.

To increase those odds, make sure your 'about me' page reads something like a tiny sales page that sells the reader on why you or your site or your team are worth hearing from over and over again.

More places you can place an opt-in form:

The little bar across the top of your site.

This is a peculiar one. If you've never used something like a Hello Bar or a Viper Bar on your site, by all means test it out. Odds are it will convert well at first, and then sign-ups will drop off as readers stop noticing it.

When that happens, you might remove the bar for a month or two, and then reinstall and see if sign-ups pick back up.

Your website footer. True, if you have an opt-in form at the bottom of each post, having another one in your footer might be redundant. Then again, it's definitely worth testing.

Lightbox pop-ups. Yes, some people hate them, some love them, some get annoyed by them.

Bottom line, in many industries the conversation rates on pop-ups are excellent, so test it on your site and see what happens.

Eliminate clutter from your website. When people have too many options, they walk away without doing anything.

Email sign up forms. Keep it clean, with only one option.

Test between asking for name and email address, and just the email address to see if conversion increases.

Test 2 part forms – These two part forms almost always convert better. The first part has a button only and says something like, "Yes, send me the eBook!" They click the button and next up comes the form for their name and email, along with a bar across the top that says, 50% done.

Clicking that first button is really easy. Once they get to the second screen, they feel committed to follow through and finish.

There you have it – several ways to increase the number of subscribers you get from your website. Next up, an easy trick to getting Google love, more traffic and more new subscribers...

Create Simple Hub Pages to Get Free Google Traffic

Most websites completely miss this opportunity, so pay close attention:

If your blog has been up for any length of time, you've likely touched on the same topics over and over again. For example, you might have several articles about traffic generation or content marketing.

Sadly, your older articles aren't being seen anymore.

But what you can do is gather these related posts together and link to them all from one hub page.

These pages will be visited by people looking for in depth info on that particular topic. Your hubpage only take a few minutes to build. Simply write a quick description of each

article and link to it. Choose a good headline for the page that indicates it's a great resource for the topic. And include an opt-in box for updates on this particular topic.

This way your readers who are super focused on this one topic will get updated when you post more.

And as an added bonus, these pages often rank well in search engines. Remember to link to them from guest posts, forums and comments sections.

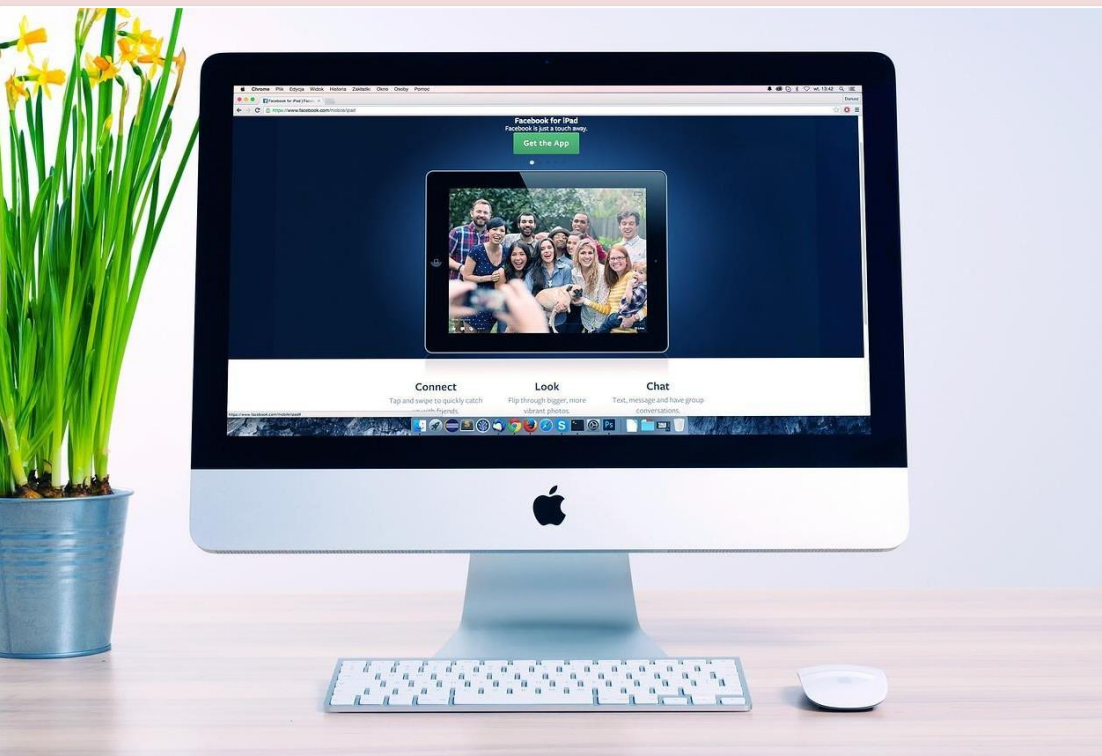
Want to further increase subscribers? Create a downloadable version of your assembled

articles in pdf book format. Or create an entirely new report or video in exchange for their opt-in.

See how simple that was?

Now let's maximize your content for even more subscribers...

How to Use Content and Features to Increase Subscriptions Even More



From this moment forward, think of all of your content marketing efforts as having one goal - to make the sale.

In most cases, it will be to sell the prospect on joining your list.

And for those already on your list, your goal will of course be to make the sale, either directly or indirectly.

Let's talk about selling your visitors on joining your list.

First, anytime anyone buys your product, get them on your list.

If you need to add a bonus to do it, then add the bonus. Whatever it takes, capture their email address and let them know you'll send valuable tips on using your product.

Next, consider creating a landing page for each guest post.

Target the page to readers of that blog and specifically your post. For example: "Welcome Capricorn Blog Readers, here is the free report we promised revealing the advanced strategies we couldn't cover in the post. Just tell us where to send it, along with updates."

Keep these pages 100% clutter free.

Create opt-in incentives, lead magnets and freebies.

Call them what you like, these are free reports, videos, books, etc. that people get when they join your list.

Best technique: Give them part of the content in the freebie, and the rest of the content as updates. For example, '10 Organic Meals You Can Make In 10 Minutes.' Give them the 10 meal plans in the book, but let them know you're working on an additional 20 and will be sending each one out as you finish them.

This gets your new subscribers in the habit of opening and reading your emails.

Do you have an old course lying around that you're no longer selling?

If it's still relevant, offer it to them for free. Deliver it in installments, again to get them in the habit of opening and reading your emails.

Create special content for each post you write.

This is an advanced technique that works really, really well. Let's say you write a blogpost on 15 ways to generate targeted traffic. You can turn this into a checklist, which they can download in exchange for their email address.

Or you can take it a step further and offer them 20 ways, or 30 ways when they subscribe.

'Free' memberships – consider walling off your very best content for subscribers only. All they have to do is join your list and they are able to access your hottest articles, reports and resources.

Bottom Line: With every piece of content you create, have a plan on how you're going to use it to get subscribers.

After doing this for awhile, you'll have little subscriber generators all over the place, quietly sending you new subscribers and growing your list on autopilot.

You've Got Subscribers – NOWWHAT???

Countless marketers have built totally worthless lists that don't respond.

"My list never buys anything!" is a commonly heard remark from new marketers who don't have a clue.

What I want to say to them is, it's not their lists' fault.

It's their own fault.

I know – ouch.

Let's put ourselves in our lists' shoes.

We visit a website, see an offer for a free eBook that looks interesting, put in our email address and get the book.

Sadly, the book has very little personality, although it does have some good info.

We quickly read it, set it aside and pretty much forget all about it.

Now here come some emails, and we're trying to remember who this person is who is sending the emails to us.

Maybe we remember them from the book, maybe we don't.

The emails are telling us to buy something. But we don't know the guy telling us to buy, and frankly we just aren't that interested.

So, we unsubscribe or simply ignore future emails.

Where did the list owner go wrong?

And more importantly, what could he have done to make us - the readers - responsive to his emails?

Here are 15 tips to get your readers to open and read your emails:

1. **Inject serious personality into your freebie.** Whatever it is, don't be afraid to show the real you. Tell stories about your life that relate to the topic. Tell how badly you screwed up. Talk about your likes and dislikes. Basically, be a real person and not some internet robot dispensing info.
Now that I've said all that, let me back it down a notch. Don't make the report all about you. Tell only relevant stories that get to the point.
Above all else - be INTERESTING. Readers can forgive almost anything as long as you can effectively hold their attention.
2. **Make your readers eager for your emails.** If you didn't tell your readers they were joining a newsletter when they signed up for your freebie, then you better tell them quick in your first email.
Let them know you're going to be sending great info and insider secrets, and give them a list of about 10 bullets that make them salivate and eagerly anticipate your future emails.
3. **Continue to infuse your emails with your personality.** Think like you are writing to a friend and the rest will come naturally.
4. **Entice, entice, entice.** At the beginning of every email, create some suspense. For example, "This week I tripled my sales with one tiny change to my website."
Then don't tell them what the change was until the end of the email. They will HAVE to read the whole thing, if only to satisfy their curiosity.
5. **Entice some more.** This is an advanced technique I highly recommend - at the end of every email, give them a major teaser about what's to come in the next email.
For example: "P.S. In my next email, I'll show you exactly how I made an extra \$2143 on eBay by auctioning off a half-eaten piece of toast." Who wouldn't want to know how you did that?
6. **Don't give them a choice.** Emails that offer links to this, that and the other thing generally don't do as well as directing them to one specific link.
Frankly, when you offer too many choices, people get confused and close the email. The one exception might be news articles - if you have a news site, you can link to several articles. But never link to more than one sales page or squeeze page, or link to anything besides a sales page or squeeze page.
7. **Soft sell only.** Emails that scream, "BUT THIS NOW!" might have been effective 20 years ago, but not anymore.
Instead of sounding like a sales person, sound like their advocate and trusted friend. You'll make more sales in the long run because people will continue to read and trust your advice.
8. **Use a very clear call to action.** A social psychologist handed out pamphlets on the need to get a tetanus shot. Half the pamphlets had directions on where to go, the other half didn't. People who received the pamphlet with directions got vaccinated 23% more

of the time.

When you want them to click a link, tell them to click the link. Yes, it sounds silly, but it will increase your click-throughrate.

9. **Don't sell the product in your emails, sell the click.** The purpose of a sales page is to sell the product. The purpose of your email is to sell the click to that sales page. So, tell them just enough to get them interested, excited and curious. Then let the sales page do the rest of the work.
10. **Surprise your list with free stuff.** Not free blogposts – people expect those. But things like free reports, special videos just for your list, private webinars and so forth. You'll be activating the law of reciprocity.
11. **Keep subject lines clear and relevant.** Mysterious and creative headlines work well for blogposts.
But for email subject lines, be clear on what's inside. "3 words that get you more dates" is clear on what can be expected, even though it doesn't create curiosity. "3 words that made Max a very happy man" might be a good blog post title, but it's just too vague for a subject line and won't get opened as often.
12. **Keep subject lines short.** People scan their emails very quickly, so rather than say, "This is the time of year when our prices are at their lowest," try "Lowest prices of the year."
13. **Make your 'from' field stand out.** Using personal names tends to be better than business names for most industries. But using something like, "Max @ Underdog" might get you more opens because it does 3 things: Catches the eye with the @ sign, shows a personal name so they know it's a person, reminds them of the business name, too.
14. **Watch your formatting.** Long paragraphs are out. Short, snappy lines are in. Write like people speak. Use sub-headlines and bold them if applicable. Your formatting should look enticing and fun. If it looks like War and Peace, try again.
15. **Keep it spicy.** People get bored over time. Change topics, frequency, time of day you send email and so forth. Find ways to surprise your readers, to entertain and to have fun.

Getting your list to open, read and act on your emails isn't hard. You just have to inject personality and fun into the process.

Don't think of your readers as dollar signs – think of them as friends with the same interest as you, and you'll do fine.

Down and Dirty Super Fast Method of List Building and Monetization in IM

One of the biggest advantages people working in the Internet Marketing field have is some of the resources available, such as JVZoo and Solo Ads.

And when you combine these two in the method I'm about to show you, even a novice can be aggressively building his or her list in less than a week.

If you want to build a list fast, the key is to buy targeted traffic. Yet this presents its own problem – you're having to spend money just to list build.

But if you can make a one time offer to your new subscribers that pays you immediately, then you can ramp your efforts without going too far out of pocket. You get payments straight into your PayPal account that you can then roll right back into buying more traffic from solo ads.

Here's how it works in a nutshell:

You create a free offer and a squeeze page. You buy solo ads to send immediate traffic to your squeeze page. Visitors sign up to your list, and then are immediately offered a one time offer. This one time offer is something that pays you immediately (think JVZoo, Warrior, etc.) You get paid directly into your PayPal account. You then take that money and use it to buy more solo ads.



Now here's the twist – you don't work it in logical order. It seems like after you create your freebie offer (lead magnet) you then build your squeeze page and look for something to use as the OTO.

But instead, you're going to go to JVZoo FIRST. Find not just one, but three similar products that all meet these criteria:

- They pay 75%-100% commission
- They convert at 5% or better
- They're priced between \$7 and \$17

Once you've found three similar products (for example, 3 traffic generation products, 3 similar plugins, 3 list building programs, etc.) then you're going to create your lead magnet, based on these products.

You want to create the perfect lead in. In the case of traffic generation products, it could be “5 Free Methods for Easy Traffic Generation,” or “The Simple Trick That Doubled My Traffic Overnight.”

Notice you are building your lead magnet based on the products – this is easier than creating a lead magnet and then trying to find products that are a good follow up to the lead magnet and meet the criteria above.

You can even use key points from each product to create your lead magnet. Just be sure not to plagiarize and not to give away the real meat of the products.

In your link tracking software, set up a three way split test. This will automatically rotate each of your one time offers in sequence.

Then you can tell from your JVZoo stats which converted the best, because you're not selling these products anywhere else.

NOTE: The product that converted the best is not necessarily the winner. For example, if you made 8 sales of a \$9 product (conversion is 8% on 100 clicks) and 5 of a \$17 product, (conversion is 5%) Then you made \$72 on the product that converted at 8%, but you made \$85 on the product that only converted at 5%.

Clearly you should continue to promote the \$17 product, correct? Yes. And no. If your goal is to build a list of buyers as fast as possible, you might want to stick with the \$9 product. It's a judgment call. Personally, I would promote the \$17 product so I had more profits to roll into even more solo ads.

But choosing to build your list of buyers faster isn't a bad idea, either, since buyers are worth exponentially more than freebie seekers.

Another factor to consider is any upsells and whether or not those convert.

Remember, you're capturing these new leads before they go to the OTO, so you're never in danger of losing them. Your lead magnet is custom tailored to the products, so your OTO's should convert well.

And you can continue rolling profits into more solo ads to build your list really, really fast.

None of this is new or earth shattering. Yet I see so many new marketers floundering because they try to over complicate everything.

If you want to set up your own sales funnel with your own products, you're looking at weeks and possibly months to get it all set up. And then your products may or may not sell.

But by using this method, you can begin building your list within days. You can be as aggressive in building your list as you like, since you only need to continue to roll profits over to get new subscribers.

And it takes very little experience or expertise to set this system up.

Plus, you have no support hassles and no customer service to worry about. That's all up to the product seller, which frees you up to focus on your list.

Bottom line, it's perfect for beginners who want to quickly get their feet wet in the online marketing field.

One last thing, and I'm sure I don't need to spell this out, but just in case... be ready.

Once you start building that list, you want to be sending out emails right away before your leads go cold. This means sending a friendly, personable email most every day to warm up your list. Give them little nuggets of great info, entertain them, and don't forget to **SELL** them stuff.

And yes - it really can be that easy to very quickly begin building a 4-5 figure income per month.

NEXT LEVEL: Once you have this system in place, it's time to tweak and scale up to higher levels.

You might...

- Custom tailor your lead magnet to perfectly fit the winning product from your test above
- Test everything. Optimize everything. Get your squeeze page converting at 50% or better. Monitor the OTO to make sure it continues to convert. If it doesn't, replace it with something better.

- Tweak your follow up sequence to maximize the sales you make within the first 30 days
- Create your own product along the same lines, along with a corresponding upsell, for even greater profits

Do these things in order, and by the third item you should be generating significant profits with each solo ad.

Now is the time to truly ramp up. Instead of sending 100 clicks at a time, send 1,000 clicks.

For example, let's say the 100 clicks is costing you \$75. You're making \$50-100 back on the OTO sales, and another \$400 or so on the follow up emails you send for the next 30 days.

This means every 100 clicks is earning you \$375 or more over 30 days.

What do you do now?

BUY MORE CLICKS.

Sorry, I get excited because I see marketers go out and make a profitable funnel, and then never ramp it up. And I don't get it.

If you make \$375 on 100 clicks, why not send 1,000 clicks? And why not do it as often as possible?

And we're not even including profits earned after that first 30 days, either.

There is a tremendous amount of money to be made.

But the first step is to **GET STARTED.**

Don't be one of these wannabe marketers who says, "Someday blah blah blah."

Instead, in the words of Nike, "Just. Do. It." Today.