

# How to Get Your First 1000 Subscribers (Or an Additional 1000 Subscribers) In Under a Month



Transcript of a Special Episode of “Willie Crawford Teaches  
Real Internet Marketing”

<http://BlogTalkRadio.com/WillieCrawford/>

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**NOTE: All of the products mentioned in the transcript can be found in one centralized listing at the end of the report (with URLs). Also, I reference 2 giveaway events that I recommended, and that may be over by the time that you read this ebook. If that's the case, there is also a link in the resource section to numerous other list-building giveaways.**

## **Willie**

### **Crawford:**

Hi everyone. This is Willie Crawford, and I'd like to welcome you to another edition of "Willie Crawford Teaches REAL Internet Marketing." Today's show is slightly different in that I would normally have a guest on the show, and I would spend anywhere from fifteen minutes to an hour interviewing a particular guest.

Today is just me without any guests, so you, the listeners, are my guests. I welcome you to call in. In order to phone in a question, a comment, or whatever, you would call 347-215-8784. That's 347-215-8784.

I do have some notes I'm going to run through, so I'll probably do those before I take any live calls. The quickest way to get your comment noticed is to actually type it into the chat room there. If you type it there, not only will I see it, but others will see it.

Again, I did make some notes for this show. You can access those show notes by going to [www.SageMarketer.com/notes.html](http://www.SageMarketer.com/notes.html). It's basically the notes I made in preparation for this show. I didn't have a chance to proofread them, so don't be too hard on my spelling and grammar.

It's good to have you on the call. What I'm going to talk about today with you is list building, basically. I have been in this business of Internet marketing since '96, and I have many friends who, in talking with them, tell me that they've been around for five years or more, and yet they have practically no list. I'm surprised, and I keep nagging them to do those simple things that are required to build the list.

You don't really need a huge list in order to be successful at running an online business. I have friends, clients, and acquaintances who have lists of under 1000, that make five or ten thousand dollars a month from those lists. I have one friend with a list of about 5000 who makes over \$1 million a year from that list. It's not really about the list size as much as about the quality of the list. The fact is, if you don't get started, you never will have a list.

What I'm going to talk about today, actually, will be some of the techniques that I use that are the easiest ones to use, the ones you can do the quickest, and ones where basically all you have to do is just do them, and things will start happening for you.

Before we talk about how to build a list, though, we need to first look at why you want to build a list. You're not just building a list so you can say you have a list and e-mail people. You're building a list for a very specific purpose.

People are going to join your list for a very specific purpose. When they join your list, you're making a contract with them. You're setting expectations, and you have to deliver on those expectations. When they hit the page that describes what the purpose of your list is, and what it is that you're going to give them for joining your list, for giving you their e-mail address, you have to deliver on that.

Start out by identifying the purpose of your list. Of course, being a salesperson or marketer, I build a lot of my lists to sell products. I imagine most of you do too. It could be affiliate products, or it could be your own products. It doesn't matter.

You can also build lists to recruit and train affiliates. If you have an affiliate program, you can have a separate list that's nothing but affiliates. My mentors all taught me to do what's called "sub-listing." Instead of having one huge database, you want multiple databases.

You want a database with just customers who purchased a specific product. You want a database with just customers who meet a certain demographic, maybe a certain age, a certain sex, a certain occupation, or certainly a certain interest. You do want sub-lists. You don't want to just send your e-mail out to a huge database, for it to be untargeted. All that does is irritate people.

You can build a list just to spread word about a cause. For example, right now, people looking at elections are building lists, e-mail lists, and they're communicating with potential voters.

You can build a list to share a hobby. For example, I have a list that shares recipes. It has turned into a business too. People on the list

communicate with each other and share recipes. That's what keeps them on the list. You can have some passion and build a list about that.

One reason that a lot of people in Internet marketing strive to build lists is just so they can say they have a big list. It's leverage. When you're looking at joint ventures and doing things, people equate having a large database with being influential, with being able to accomplish a lot of things.

In many ways, that's true, because what the list allows you to do is stay in touch with potential customers and clients. Certainly, having more people on a list is a lot better than having fewer people on a list. Having a big list does offer leverage when you're talking to a potential joint venture partner, or anyone.

You can point out, "Yeah, I have a list of 100,000," or even 20,000, or 5000, if that list is responsive. You'll get people listening to you more. You do want to go ahead and start building your list, okay?

In order to build your list, you need to set up a system. That should go without saying, but you need a system. What that does is that forces you to do things a certain way, and it forces you to get a lot of pieces in place, so that later on you don't have to go back and worry about those things.

In my notes, I think I put down that if you don't have the time to do it **right** now, when will you have the time to go back and do it right? I probably didn't put that in there, but I meant to anyway.

What you want, really, is you want to set up an autoresponder system. For those of you who don't know what autoresponder is, it's nothing but a computer program on a server that, when someone e-mails that computer script, triggers an e-mail that's already stored there, and it's sent back to them. An autoresponder is just an e-mail waiting to go out when it gets a certain signal.

What you need to do is, in anticipation of your list growing and getting a lot of people on it, you want to set up an autoresponder sequence that contains I'd say a minimum of five, but ideally even

ten, e-mails, just messages in a sequence, based on the purpose of your list. You're basically going to entice someone to get on your list, and then you're going to communicate with them, follow up with them, and build a relationship.

The reason you're going to do that is because if you build a list, and many people I know right now in the chat room – I know many of those people – have databases that they don't stay in regular touch with. What happens when you do that is, if you only e-mail your list once every two or three months, they very quickly forget about you.

They forget how they got on your list, and they'll actually accuse you of spamming them when you then follow up with them. You want to maintain contact with them. As soon as they get on the list, you want to send out an immediate e-mail to welcome them to the list.

Good practice these days is that you use what's called "double opt-in." Somebody fills out your form to join your list, and you send an e-mail asking them to confirm that opt-in. You do that for two reasons – well, many reasons, but one reason is to make sure they want to be on your list. You can have drunk college students sitting up in their dorms at three o'clock in the morning subscribing their professors or friends to whatever they stumble across on the Internet.

You want to make sure that whoever it is that asks to be on the list actually wanted to be on the list. That's probably the biggest reason. The second one is a lot of list hosts require you to use double opt-in. AWeber, for example, requires you to use double opt-in. It's just good practice.

Part of the way we're going to talk about building a list today is by giving away something for free. There are a lot of different perspectives on whether or not you care that the person gets your free gift without really getting on your list.

There are people who say, "Well, if I'm going to give somebody my free ebook, my free software, or whatever, I want to make sure that they give me a good e-mail address." A second way of looking

at that is, if they're tired of getting so much e-mail so they give you a bogus e-mail address, maybe you still want to get your product in their hands.

If it's an ebook, for example, that ebook could then let them connect with you, and then lead them back to buy from you later. There are two different perspectives there. The majority of my friends will always deliver the download link in the verification e-mail, to make sure they've got a good e-mail address.

The thinking there is, "If you're unwilling to give me your e-mail address, I'm unwilling to give you my free bribe for joining my list." It's up to you how you work that, but again, as you identify the purpose of your list – again, you're not just building a list to be building a list; you're building a list to accomplish something – you need to go ahead and write out or map out maybe ten different e-mails.

What are you going to say to these people? What are you going to try to sell them? What do you want to teach them? Go ahead and write like ten short e-mails and queue them up. Once a week is fine.

What you're doing is touching those people frequently. You're building a relationship with them. You're letting them get to know you, and again, bear in mind why they joined your list, so that you can deliver what you promised.

For example, with this call, I'm giving away the audio and my call notes to people. After the call, people will be sent to a page, which is at [www.SageMarketer.com/notes.html](http://www.SageMarketer.com/notes.html). I typed that into the chat window earlier.

I'll drive traffic to that page later on and give them the recordings to this show. I'll give them the MP3. I'll give them my show notes, and I won't force them to join my list to get it. I'll hope they'll see enough value in what I'm giving them to join my list anyway.

Anybody that then joins my list from that page, I know their interest. Their interest is list building. Anybody that joins that list, it's logical for me to follow up with them offering them products related to list building, or somehow growing their business, in that

vein.

That's something you want to think about. Why does someone join your list? You want to be prepared to follow up with them in that way.

As you're looking at autoresponders, there are a lot of different companies out there. One that many people consider the top one is AWeber. AWeber is a great company. I know Tom, who runs the company. He has changed a lot of things about the company recently, so it has gotten more expensive.

All autoresponder services charge you based on the size of your database. Up to 1000 subscribers may be one price, up to 10,000 another, and then up to 100,000 or whatever, 25,000 is another one.

For example, I use Profit Automation, which is my own system. At Profit Automation, up to 10,000 subscribers is one price, then there's a jump in price up to 25,000, and then I think it's a jump in price at like 100,000, and then 200,000, and then 1,000,000, or something like that. Most people will never go to databases of those sizes, but that's who I use.

I use them because it interfaces with my shopping cart system. Someone can make a purchase, and they're automatically shifted from one list to another. The shopping cart system tracks it. That's why I use that.

In my notes, I'm actually recommending that you check out Kelvin Brown, who is on the call right now. He has an autoresponder system at <http://www.followup101.com/willie>. If you put "willie," it'll let Kelvin know that you found out about his system from this show.

He's only like ten dollars a month, as opposed to AWeber, twenty dollars a month, and he has lots of great packages. Kelvin has been in the business of Internet marketing, running autoresponders, hosting Web sites, and working technical support for Web hosting companies for a long time, so he understands the autoresponder business, and he'd be a good person to check out. Again,

[www.FollowUp101.com/willie](http://www.FollowUp101.com/willie).

Now, as we start building our lists, the first thing we're going to do is we're going to look at offering people an incentive, or a bribe, if you will, to join your list. Most people, in the old days, would happily sign up for anything and everything. We loved getting e-mail, so all we had to be told was, "Sign up for my free newsletter," and we'd do it.

People won't do that anymore. Now, you need to give them an incentive. The best incentive is a free ebook or a free piece of software. As I mentioned, this call will become an incentive for people to join my list. I won't force them to join, but I'll offer the free audio as an inducement to join my list. It'll really be to provide more proof that I deliver on the value.

You want to offer an incentive, and you want to have a page where you have your opt-in form. Near that form, you need to ensure people that when they join your list, you're not going to share their data. There are people who used to sell e-mail lists. You could join someone's database, and if there's not a statement on there saying, "We promise to protect your data; we won't share your data," there's nothing illegal about them turning around and selling your e-mail address.

That was a very common practice, not too long ago. You want to put on your site, right next to the point of action, "I promise to protect your data," or, "I promise not to sell your e-mail address," or something like that, so that people understand that when they opt into your list, it's safe.

Again, you need to sell people, so you need social proof that others have joined your list and gotten value. If you have some testimonials from existing subscribers, you want to put those near your opt-in form. You want to provide social proof, basically, that joining your list is a good idea – that those who have done it before enjoyed the experience.

Next, you want to make it incredibly easy for people to join your list. You don't want to make people jump through hoops. You want to make it easy for people to unsubscribe.

People have been on lists before where they were trapped on the list, and they couldn't get off the list. You had to jump through hoops, and you had to maybe send a special e-mail or call a number or something to request to be removed from the list, and then you got back an e-mail saying, "Okay, we'll remove you within the next two weeks," or whatever.

You don't want to do that. You want to have a one-click unsubscribe link. If you are on any of my lists, every e-mail that you get should have a link at the bottom that says, "To unsubscribe, click here." You click that link, and you're taken to a confirmation page, because you could be on more than one list.

It asks you to verify which list you want to get off of, and you're out of the database. The software takes care of it right away. You want something like that. You want a one-click subscribe and a one-click unsubscribe option.

Now, one of the simplest ways to build your list is with people who visit your Web sites. That's obvious, but a lot of people don't do that for some reason. You want a sign-up form on every page of your Web site except for your sales page. Each page should have one primary purpose, and that one primary purpose of a lot of pages should be to get people to join your list.

If that's the purpose, then that's all you focus on with that page. If the purpose of that page is to make sales, don't sidetrack them into trying to get them on your list. You could do it after they've made a purchase, but you've got a list of buying customers anyway, so don't sidetrack them. Emphasize one thing, and push them towards one action.

Now, let's look at getting potential subscribers. How do you get potential subscribers to even notice your opt-in form, your Web page, or whatever? One of my favorite methods is actually paying other people to send me their traffic, to send me their paying traffic. The way I do that, if you look at what I'm doing online right now, you'll see a dozen different reports out there.

They're all fairly short reports on how to do different things: how

to use social networks, how to build a list, how to create products, and lots of things pertaining to my niche. What I do is I create these short reports, which can be as short as ten or twenty pages, and then I offer them for sale at anywhere from five dollars – or even three dollars – up to twenty dollars.

It's typical for me to create a short report and offer it for sale at that price. What I do is I start recruiting affiliates. I let the affiliates keep 100% of the commission. I set these products up for sale on a script called Rapid Action Profits, which my friend Sid Hale created. What Rapid Action Profits does is it lets you recruit affiliates very easily.

What the script does is when someone makes a sale, Rapid Action Profits automatically pays the affiliate. If you set the commission at 100%, as soon as they make the sale and it's verified, they get the money right into their Paypal account, which is extremely powerful. Then, as soon as the customer is taken to the download page, if you configure the script that way, the customer is invited to become an affiliate too.

As soon as the customer hits the download page, they get their purchase, and they become an affiliate too. Now, you don't just have the original person who'll promote your product, building your list for you, building a list of proven buyers, people who paid money to get on the list in the first place, but now you've got your customers turning around and becoming people who are also building your list. That's the power in the Rapid Action Profits script.

The other power is, again, it pays people instantly. You have a lot of affiliates who have cash flow problems. Even people who do extremely well don't always have lots of cash sitting around, so if you can tell your affiliates you'll pay them instantly, that's a big inducement for them.

If they've got to choose between two products that pay the same level of commission and one's going to pay them a commission now, like today, and the other one is going to pay them a commission next month, most of them will choose it now. If you understand the time value of money, you know a dollar today is

worth some factor of a dollar a year from now.

Again, pay people instantly. The other thing about RAP, or Rapid Action Profits, is that because the script pays the person instantly, you don't actually take possession of the money, so technically, theoretically, it reduces your bookkeeping, and it reduces some of the forms you need to file for your taxes.

I'm not giving any legal advice here. I'm just saying that if you're not the one physically paying the person, maybe you don't need to file the same paperwork. A lot of people use RAP because it just reduces their workload.

Let's go back to looking at that special report I talked about, that we're going to sell for five to twenty dollars. This is just one of two main ways I'll go over on the call today of how I build a list. Like I said, I have more than a dozen ebooks out there that are very active right now, making sales for me every day, and adding people to my lists every day who are proven buyers.

The other part I didn't mention about the Rapid Action Profits system is you give your affiliate, your JV partners or whoever, 100% of the commission on the front end, but on the download page, or as a one-time offer, you offer another product. You give them 100% commission on that first sale, and then on that other sale you give them whatever percentage you want, anything from 0% to 50%.

Their inducement was to promote the first product, and the others are sort of gravy. I do make lots of sales of secondary products, using the Rapid Action Profits system.

Looking at creating your own reports, I do have a system for that too. I look at whatever niche I'm in – for example, I'm in a lot of different niches; sports, and all kinds of things like that, martial arts, whatever – I typically would go to discussion forums in those niches and see what people are talking about. What are they excited about? What are they really passionate about?

That's what I write my reports on. Then, I go over to my Google AdWords account. I go to my Google AdWords account, and they

have a tool there that shows you what keywords people are bidding on, and it shows you how much they're bidding on. It shows you the most popular keywords.

In theory, if you have lots of advertisers spending money to advertise on a certain keyword, then that's the keyword that a lot of search engine users are searching on. They wouldn't be spending money, and especially bidding, on keywords unless a lot of people were searching on that.

Once you identify it, the keywords are what the proven spenders are using. If you go to the Google AdWords account and log in, you can type in a couple of those keywords, and it will suggest to you a lot of other keywords. Then, you can download a spreadsheet that shows you how many searches were done this month and how many searches are done in a typical month for those keywords.

What I do with that information is I download that spreadsheet, an Excel spreadsheet, I sort the data, and I use that as my title for my ebooks. I'll take a keyword phrase, or maybe two keyword phrases, combine them, and that's the title I'll use for my ebook. That's the title I use throughout my Web page and a lot of my promotions, because that's what I know people are going to be searching on, and also because I know that if people are searching on those keywords, they are hot buttons.

This is just one of many tactics that I use, and that I actually teach. I actually have a course I just finished up called, "The Internet Marketing Quick Cash Infusion System," which I am giving to members of the Internet Marketing Inner Circle. If you check out the Internet Marketing Inner Circle, which I encourage you to do, that's at [TIMIC .ORG](http://TIMIC.ORG), but I'm not pitching the course itself right now. I will someday sell it, but for right now, members of the Inner Circle get it for free.

That's how I find what keywords make good titles for ebooks. Those are the ones I write my ebooks on. If you're not a writer, that's fine. What you would do then is start with Private Label Rights material.

There are thousands, literally thousands, of essentially research papers, where somebody has already gone out, done all the research, and written a short report with the intention of selling it and giving you the rights to then turn around and use that report as your own, put your name on it, and turn it into your own product.

What I recommend you do there is you don't just take it as-is, put your name on it, your picture in it, and claim yourself as the author, because chances are there are other people who bought the same report. It's our nature, when we're interested in the topic, to not just buy one item on that topic, but to buy many items on that topic. You could, theoretically, have your customer buying two or three ebooks on the same topic.

You want to take that Private Label Rights product and go through, first of all, to make sure that you agree with what it's saying, that it's accurate, that it's something you're happy putting your name on. Go through and do that first of all.

Then, as you go through, you want to sprinkle links for related affiliate products throughout this ebook. You're basically editing it. You're going to rename it too. You're going to put a new title on it, and you're going to do a new graphic. If you don't know how to do graphics, they're extremely easy to do, but I don't do graphic either. I get friends to do them, or people that work for me.

You do want a new graphic, so it gives the impression that it's a book. It's something tangible, when people look at a picture on a Web page. Then, you want to roll it out as a new product.

The links that you sprinkle throughout the ebook, we'll get to that later, but they can be for your own products, or they can be for affiliate products. As we get into it later, you can make some of those links so that they're changeable, so that other people have an incentive to pass your ebooks along, with the incentive being that they can change some of those links to their affiliate links.

They make a commission for selling your product, but if they don't change all the links, and you don't have your own affiliate products, then some of those links that aren't changeable can make sales for you too. It can be a win-win situation if you do it right.

Now, you're probably wondering, "Okay, so you told me to create my own ebook and roll it out with an affiliate program. How do I get affiliates?" You spread the word anyway you can – in any ethical way you can – but ways that jump out at me, ways that are in my notes – if you haven't downloaded my notes yet, they're at [www.SageMarketer.com/notes.html](http://www.SageMarketer.com/notes.html).

If you look in my notes, I talk briefly about how you can recruit affiliates by going to forums that let you announce that you have products for sale, or that you're looking for JV partners, such as the Warrior Forum is one that jumps out at me. You can go to any forum in your niche, though, and just announce that you've got a new product that you're planning on selling, and you're looking for partners. People will jump right on that.

At the same time, if you're on Twitter, you Tweet about your new book that you've just come out with, and mention that anybody wanting to sell it can make 100% commission. There's nothing wrong with that. You're just announcing your project; you're not really harping on it too much.

Your friends aren't going to jump on you for announcing on Twitter or Facebook that you're doing this. You can go to Myspace and do the same thing. You can go to YouTube.

If I were going to do it on YouTube, the way I do it would be, at the cheapest end of the spectrum, I would have a picture of an HTML Web page that mentions my ebook or shows my sales page. I would just talk and record a Camtasia video, at the lowest end, or maybe just a picture of myself. Just my face, and as I'm showing my face, I'm talking about who I am, maybe, my new ebook, and how when people go and become affiliates for that new ebook, they can earn 100% commission.

Then, somewhere in that Camtasia video, I would throw up the URL for them to go sign up as an affiliate to earn a 100% commission. I'd give them, right in the Camtasia video – a Camtasia video is just a Camtasia program that records whatever's on your computer screen. As you're surfing from Web page to Web page or showing people anything, you record the designated

section of that screen for them.

You videotape this, and you upload that new video, that movie, to YouTube, to Google Video, to any of hundreds of other video sharing sites, and people will type in those keywords that are pertaining to the topic of your video.

As you upload the video, you want to add what are called “tags.” They’re basically keywords, so when somebody searches on your keyword or your tag, they find your video. Then, they’ll say, “Here’s a product I can sell and keep all the money.”

They go to your site, and they sign up. You also need to put on the video the URL of your site. I would also, as one of my keywords or in my description that I upload to YouTube, I would add the URL of my site, so that when they’re reading the description off to the side, it also shows there where to go to sign up for your affiliate program.

You see how powerful this is? You basically just wrote or found an ebook that you have permission to change, you put it on a script called the Rapid Action Profits script – which is the one I use, but there are others – and then you start recruiting affiliates.

You spread the word any way you can, ethically. You ask friends to help spread the word. Your friends that you hang out with online shouldn’t have a problem with announcing in their Tweets or on their profile that you’re doing this, or blog about it, or whatever.

It’s not that hard to start spreading the word. As the word spreads more and more, because of the way Rapid Action Profits works, it lets you turn your customers into affiliates. Your affiliate program grows very rapidly.

I have five- or ten-dollar ebooks that have sold in the thousands of copies, and which therefore have generated thousands of customers and thousands of affiliates. I’m not talking theory here; I’m sharing with you what I actually do to build my lists very rapidly.

When you use this model, you’re building a list of proven buyers,

which in many people's minds, are better than what we call "freebie seekers," which are people who joined just to get a free gift.

That's the next method I'm going to turn to, which is you create an ebook, again, or a product. It could be a recording, like I'm doing right here, it could be a video tutorial, it could be a piece of software, or it could be anything you want it to be. You offer that as a free gift, one of dozens of free list-building giveaways that I notice all the time.

The way these free list-building giveaways work is you go to the site, you register, and the show notes that I'm recommending right now to you, that are ongoing right now – they're actually collecting contributors right now. You go there, you register, and you upload a description and a picture of your free gift that you're giving away to people that come to the site, read your description, and want your gift.

In order to collect your gift, they have to then click on a link and go to your site, where you typically would have an opt-in form saying, "Thank you for being interested in my gift. Before you download it, I request or require that you join my list."

That's how you build your list through free list-building giveaways. The power of it is that while you as an individual may only be able to get noticed by a handful or a couple hundred people, when you've got 500 people in one of these giveaways all promoting it, now you've got the power of lots of people spreading the word, and potentially hundreds of thousands going to the giveaways site, perhaps noticing your gift, clicking through, and signing up for your list.

A lot of you are probably thinking, "Well, this is one of those Internet marketing niche things." It's not just Internet marketing. In most of these free giveaways, some will restrict you to Internet marketing products, but some will let you put anything you want in there. It could be health related, it could be personal development related, it could be raising children, or pets, or whatever.

Some don't care. They encourage a variety of gifts. What you need to look at is the theme of the giveaway, because you need to make

sure that your product matches the theme of the giveaway. Whoever's moderating the giveaway will look at it, and if your gift is approved, as traffic is driven to the site, they notice your gift, they click through, and they subscribe to your link.

If you've done like we talked about earlier and you set up an Autoresponder prior to registering, and the Autoresponder has those follow-up messages – maybe you have one scheduled to go out instantly, and then another one a week or two weeks later – the reason you're doing that is because, if you don't do that, there's a good chance you won't go back and add more Autoresponder messages later.

As you build this list, you've built them on Autoresponder, but you can go in anytime with most Autoresponders and just drop in any message you want. Most newsletter publishers that I know are using Autoresponders to power their newsletter, but then they go in on whatever date they publish the newsletter, and they paste another message, which is their newsletter.

They also have pre-scheduled things to go out at times, too. That's what you're basically doing with the free giveaways. You're offering a free gift requiring them to go to your site, opt in, and then, on the download page, you give them the actual gift.

A lot of people offer up-sells. They offer one-time offers or other things. You can do that, but you need to be aware that people who are going to a free giveaways site and signing up for and downloading 20, 30, or 50 different things are going to get on 50 new lists, and they don't want to hit 50 different sites and have 50 different people encourage them or really push them to buy something.

Think about maybe not even having a one-time offer. On your download page, you definitely want to have something. You want to give them something to do. First, you encourage them to join your list, but once they join your list, after they download that gift, give them a link to click to do something.

They are going to go somewhere. A lot of them will go back to the giveaways site, but give them somewhere to go next, so that if they

want to stay on your site, they can.

After you've start building this list, then you get to the most critical part, which is cultivating the relationship. These people joined your list, in the case of free giveaways, because they wanted your freebie. They don't know you, and they didn't necessarily want to know you. They wanted what you had to offer for free.

Now, it's your job to turn these freebie seekers into customers, which means you need to let them know why they can trust you. A way you do that is by asking yourself, "Okay, what gift did I offer that they went and signed up for? Did I offer them a gift on raising better house plants, or training your dog, or raising happier kids, or losing weight, or building a list? What ebook did they download in order to get on my list, or what audio did I give them in order to get them on my list?"

That's what you want to offer them as far as follow-ups are concerned. As you sell them something later on, you want to try to offer to sell them something pertaining to or relating to the reason they joined your list. That's very important, because otherwise they are going to very quickly jump off your list. You'll lose subscribers.

A big part of building a large list is developing a lasting relationship with those new subscribers so they want to stay on your list. I have subscribers who have been on my newsletter list for seven or eight years, literally. I have people walk up to me at seminars and conferences and say, "I've been on your list seven or eight years."

If you deliver what people want, and why they joined your list, they will stay on your list. It's your job to figure out what it is they want and then deliver that to them.

As I talked about the free giveaways, I want to encourage you to join two specific ones. I'll tell you why during the call. If you download the call notes, which are again at [www.SageMarketer.com/notes.html](http://www.SageMarketer.com/notes.html), on that page I give you a PDF file that has my outline for this show, basically. If you didn't jot down a URL or something, it's there.

In that, I encourage you to join two different giveaways. The first one is one that my friends Ken McArthur, who's the cofounder of JV Alert, and Odin Sorenson, who has done a lot with free giveaways, have put together to sort of promote Ken's Impact Boot Camp, to publicize it. This giveaway lets you contribute any gift you want that fits the theme of making a difference in the world.

You go to the site – which is in the notes; I won't enter that in the screen, because it's a long URL – and you register. The reason I recommend this one is because Ken is the founder of JV Alert, and I helped Ken launch JV Alert.

I've been a JV broker for many, many years, and when Ken was ready to launch JV Alert, he sent me a note that said, "Willie, I'm getting ready to launch this site, where people go, hang out, and make deals with other people in their niche, and for short bridges."

He said, "In order to make this project a success, I need to get some really big-name marketers on board, so that when I start promoting my project, the smaller marketers that hear about it will look around, see who's there, and want to join too." That's the way we still launch projects today. Very often, we'll invite the bigger-name marketers in as JV partners early.

Ken came to me, showed me a list of people, and said, "Do you know any of these people?"

I said, "Yeah, I know certain ones." I e-mailed all those people, and they became early members of JV Alert. The reason we wanted those people is because some of those people had lists of well in excess of 100,000 subscribers.

That's why JV Alert is still a very powerful membership site, because there are people with huge, huge lists. We have members that send out more than a million e-mails in a week, but not all of those are sent from their lists. They often pay list owners to do promotions for them too.

What I'm getting at is that if you get into this Impact giveaway that's in the show notes, you are in one of the biggest, most powerful

giveaways out there. If enough of the JV Alert members notice, enough of Ken's followers notice, and they get involved, they can literally drive hundreds of thousands if not millions of visitors past your offer and the site.

There's no guarantee it's going to be that huge. As I look at giveaways, a lot of people have looked at a lot of the smaller ones and thought that they've actually become sort of noise, if you will, because a lot of them don't get enough people involved.

When you get names like Ken – who took JV Alert from just a little membership site to where he started doing live seminars and conferences, to where he has helped people to release multi-million dollar products, and now he's doing all kinds of things – now you've got some fairly influential marketers, people with huge lists.

If they drive tons of traffic to the site and your product happens to be there, a lot of those people are going to click through and join your list if you offer the right product. That's another thing I didn't touch on. As you're looking at what to offer in these free giveaways, or what to offer anywhere on your site as a gift for people that join, you want to ask yourself, "Am I going to insult my new list members when they download this and see that it's a piece of junk?"

You want to offer something that has real value. You want to offer something that's so valuable that, had you not offered it for free, they would have probably been willing to pay for it.

That's going to form that deep bond and respect for you, from your new list members. That's what you want to start off with. You don't want to start offering them a bad, junky gift. You want to offer something of real value.

It's not that hard to come up with something of real value. There's something that you know, your own knowledge I'm talking about here, that lots of the world wants to know about. It's just a matter of writing that in a short report or whatever.

A lot of us undervalue what we know. We think that a lot of other people already know it and don't value it. As I get into this

business more and more, I begin to realize that most of what I know complete beginners don't know. The things I take for granted, a lot of my friends do know, but most people don't know those things. They do have value.

The things that you know do have value. It's just a matter of packaging it in an appropriate way. I tell you, if you put it in an ebook, people are used to ebooks, so they'll value them. They'll download them, and they'll use them.

If you did it like an audio, like I'm doing here, people give a higher value to audio than to ebooks. If you recorded the same message and offer it as a free audio download, you're going to use more bandwidth, but it has a higher perceived value. Video has a higher perceived value.

You want to think about those things too. Software has a higher perceived value. You want to find a piece of software you have resell rights to, or even better, Private Label Rights, where you can go in and change the software, rename it, create new graphics for it, and things like that. Make it simple software so you don't have a lot of technical support issues.

You can give this stuff away and build a huge list, and a very targeted list, people who are interested in whatever that software was designed to do. It's designed to solve some problem. Whoever downloads the software is interested in solving that problem; therefore, you know what to offer those people as a follow-up product.

It really is that simple. When you go to join Ken and Odin's giveaway – which is the Impact giveaway, I'll call it – one of the things you're hit with on these giveaways is you're offered the option to upgrade. You can sign up for free; it costs you absolutely nothing. Then, once you've signed up, you go in and upload a graphic of your product and a description of your product, and you give a link to your squeeze page where they go and register for your product.

You also give a direct download link. That direct download link is so that certain members aren't forced to opt into your list. Those

members are people who typically upgrade. As an incentive for them to upgrade, they're told, "You can get all the gifts without having to fill out a bunch of forms."

You typically want to upgrade, especially in the one that Odin and Ken are doing, because when you upgrade, instead of just one gift, you're now allowed to upload three gifts. Odin taught me this in an interview I did about him on BlogTalkRadio.

He taught me that the reason you want to do that at times is because now you can build, on one event, three different lists. If you joined Ken's giveaway, for example, and you offered an ebook on list building, one on podcasts, one on WordPress, and one on getting better fuel economy, you've now got four lists of people with very different interests.

You've got four different databases that you can e-mail different offers to, that all pertain to whatever they joined the list for. To me, that's very powerful. Again, you want to know where your list members came from, and you want to only offer them things that they'll be interested in.

On this one, you could build several different lists, if you wanted to. Also, when you upgrade, you're allowed to add two text links. When you log into the script, it shows you some boxes on an admin panels, and two of those let you add your own text links that show up throughout the site as new members join.

As they go through the site, looking at different pages, they'll see these text links at the top and bottom. They'll also see banners at the top and bottom of pages. These banners are bonuses that the people who upgraded are allowed to add to the system.

The system rotates them. Every time that a page reloads, a different banner or a different text link is shown in a rotation, until all of the rotations are shown. It's a good thing. You do want to upgrade for that.

Again, you are potentially getting your offer in front of hundreds of thousands of people. I don't know how big this giveaway will be. I know that in the typical giveaway I've been a part of, the majority

of the people promoting it had lists of probably less than 5000, and those were successful events. Now, when you've got one that's being promoted to people who have lists of over 100,000, you can see the increase power in that.

In fact, I don't just do the Internet marketing free giveaways. I do free giveaways where someone is promoting a book, and my friend Warren Whitlock – who'll you'll find on Twitter and a lot of places – actually notifies me when some author is launching a book and looking for a large package to offer as a gift for customers who buy there book.

I'll often throw in one of my audios on how to do something, or an ebook on how to do something, into that package. With many of those book launches, it's a physical book launched in the outside world, but also via e-mail, where these authors already have huge followings. Because my ebook or my audio is thrown into the bundle, people are invited to go to my Web site, download my product, and join my list.

That's another I join my list. When I talk about free giveaways, I don't just stick with the Internet marketing. Again, this will work in any niche. A lot of people are leaving the site for different reasons. If you go to the notes page, which is at [www.SageMarketer.com/notes.html](http://www.SageMarketer.com/notes.html), you can catch my basic outline with all of the URLs and everything I mentioned there.

There's no obligation to buy anything. I'm just telling you what I do that works for me. The other giveaway I'm involved in right now is actually one that I created, because I saw a lot of the ones that were out there as a lot of the same products over and over and over again. What makes people get excited about a project is something different about it.

With Odin, again, and my friend David Schwartz, who's a programmer, we released a giveaway called the Viral Rebrandable Money Machines. That's in the show notes too.

The idea here is that every item in the giveaway has to be rebrandable. There are links in the item that, when the person goes to your site and fills in the form to join your list, and they get the

gift, which is an ebook or software, whatever, they can change links in that ebook and then pass it on. Maybe half the links in the ebook are changeable.

Those links are links to affiliate products, or maybe your products, and when people change those links and pass them on, they make sales, they earn a commission for making the sale, which is their incentive to pass on your ebook. At the same time, you make additional sales, so this is really a way of building an affiliate force, if you have your own affiliate program.

If you don't have your own affiliate program, it's a very powerful way of building a second tier. A lot of affiliate programs have two-tier structures, where you earn a commission off of all your own sales, but when you refer a new affiliate, you earn a percentage commission off of their sales too.

If your ebook has links to two-tier affiliate programs, and you set your ebook up so that those who download it as a free gift can change it and change some of those links to their affiliate links, and then pass it on, now they've got an incentive to pass it on, but they're building profits for you.

Getting back to the real reason for the giveaway and why you're in it for the first place, they're building a list for you, a very targeted list, people you know why they got on your list.

Again, I am a writer. I write fast. I make a lot of spelling errors, but I write fast. I'm very comfortable writing ebooks, but if you're not, there's nothing wrong with taking a Private Label Rights product and, again, reworking it, changing it into your own product so that it's unique, so that people, when they see it, don't look at a Web page where they're reading a description of all these free giveaway items and think, "Oh no, not again. I've seen that title a hundred times."

You don't want to do that. You want to have an original graphic, something that people get excited about, something that promises a benefit. That's the other thing: when you're titling your ebooks, you need to give them a title that promises a benefit.

People want to read the title and know what it's going to do for them. Your description and your titles need to tell people what it's going to do for them. How is it going to solve their problem?

With this second giveaway, we want you to contribute rebrandable items. I use software for that called Viral Document Toolkit, which is also in the notes. What that does is it lets you take a text document, something like a Microsoft Word or Open Office document, and make it an ebook.

You can designate certain portions of that document as changeable or rebrandable, and then you can lock that file so that when you pass that file along to people, they open it, and the software that's packaged with the ebook lets them change only the part that you didn't lock. You can go through and highlight or select four or five affiliate links, or two or three affiliate links, or just one, and then maybe a block of text, and you can designate those as changeable, using this software.

The rest of the document is locked. When you pass that along, people download your ebook, plug in their affiliate links, and they pass the ebook along. They give it away, or they sell it, however you specify in your license.

That's the other thing. With the Viral Rebrandable Giveaway, you include a license with the ebook or your gift, and you tell them what they can and can't do with it. You need to tell them how to change it. You also give them the URL to go to your Web site and sign up for your affiliate program.

This is very powerful. This is how I grow my affiliate program effortlessly. A lot of people think, "How do I get more affiliates?" They're constantly chasing after affiliates. I don't chase after affiliates. I give out an ebook and say, "You can change the links, but in order to do that, you need to go to my Web site and sign up for my affiliate program."

They do that. I sell an ebook, give it a 100% commission, and say, "By the way, if you'd like to be an affiliate for this ebook, go to this site and sign up on this page."

In some instances, the affiliate program is customer-only. For example, members of the Internet Marketing Inner Circle – which I’ve mentioned earlier, and you can check out at [TIMIC.ORG](http://TIMIC.ORG) – we wrote an ebook in October of last year called “Twenty Ways to Make \$100 Per Day Online.”

That ebook sells for \$27 dollars, and it’s worth every penny of it, but when you buy the ebook on the download page, you’re told how to join the affiliate program. When you join the affiliate program, you earn 100% commission. You pay \$27 for the book; we want you to buy the book and use it.

The affiliate program is not even mentioned on the sales page. We don’t want you to join it for the affiliate program. I’m pointing out how we build in affiliates on the back end by, on the download page, saying, “By the way, this ebook pays 100% commission. Click on this link, fill in the form, and you’ll have an affiliate link. You can start promoting now.”

Because it pays 100% commission and it’s on the Rapid Actions Profits script that I mentioned earlier, as soon as they start making sales, the money is deposited instantly into their Paypal account. It’s extremely, extremely powerful, and I won’t even tell you – well, I will tell you that that simple \$27 ebook written as a group project within the Internet Marketing Inner Circle is right at \$100,000 in sales, at \$27 a copy.

You’re talking about 4000 copies, or something like that. That’s 4000 people added to a database who are proven buyers. That’s 4000 potential affiliates that were recruited by one simple ebook out there. That’s proof positive that this system works.

What I want to encourage you to do is to get an item entered into the Viral Rebrandable Giveaway – that’s also in the show notes – because, again, that’s building your affiliate program. If you create an ebook and you don’t make all the links rebrandable, just some of them, even if it’s not your product, or not two-tier, there are still links driving traffic back to your site.

Another technique there is to, in the ebook, offer another free gift. You give them a page to go to your site to claim their free gift, so

even after the ebook's out there in circulation, people read the ebook, and they want that extra gift, which is related to the topic of the ebook.

They go to your site, where you require them to opt into your list in order to get the free gift. That ebook can potentially be building your list for years. You want to think about that too. You want to think about what you really offer.

I can't emphasize enough that you want to offer quality gifts in these free giveaways. If you build a list of people who have joined your list, and then they download this product, and they're really disappointed, they don't want to hear from you. You want to build that relationship and start it off on a good footing.

If they really did learn for you product and benefited from it, they're going to tell the world about you. They're going to become advocates, or whatever the term is for it. They're going to spread the word, and that's what you want. Again, I can't emphasize enough coming out with a quality product.

I mentioned in that Viral Rebrandable Giveaway, which is in the show notes, again, that you can give anything that's rebrandable. You can offer people software that, when they open it up, it lets them change something and save it. What they change is some links in it so that when they pass the software on or sell the software, they can earn a commission on the back end from selling the software.

There's lots of software that will let you do that. I mentioned rebrandable audio and video. I actually have software that lets you rebrand both audio and video. The video rebrander lets you take a Camtasia video and model it in such a way that when your recipient of your gift downloads your video, they can then take that video, change the link – what we call the “Jump-to” link in a Camtasia video, the link that a person is redirected to at the end of the video.

They can change that link to their affiliate link, and then they upload that video to their site. Instead of passing the video along as a file, they send somebody the link to go watch the video on their site, and at the end of the video, they're redirected to whatever link they

want them to go to.

Audio can be done the same way. I have software that lets someone listen to an MP3 or an audio file, listen to it streaming from your site, and at the end of the audio, they're automatically redirected to whatever link you specify in the software. It's not just rebrandable ebooks; it's rebrandable software, video, and audio too.

I'll post on the site later, on the blog at BlogTalkRadio, some of the links to actually access the software that lets you change audio and video, because I didn't post that anywhere prior to this show.

I've basically gone through my notes. We only have about four minutes remaining in the show, so I guess I did a good job as far as time control is concerned there. I do want to request that, if you're on the site now, that you mark our show as a favorite, prior to leaving. That helps us in the ratings, and it encourages me to give away all my free information to the world.

Actually, I know that I could tell you everything I know, and then I'll learn more. It doesn't hurt me to give away and teach you what's actually working for me, as far as building a list is concerned. I do ask you to mark this show as a favorite before leaving the site.

In my notes, I also encourage you to go over to my blog and join my newsletter, if you'd like to. With the three minutes remaining, I do notice a few people on the line. I think, with the three minutes, I'll open up the line to one or two people at a time and see if they have questions or comments.

I'll start with the caller in the 850 area code.

I see they're on speaker phone, so I think I'll mute them. There's a caller in the 404 area code. Did you have a question or comment for us?

**Carlton  
Riddick:**

Hey Willie. This is Carlton, with [www.LaptopRiches.com](http://www.LaptopRiches.com).

**Willie:** Hi Carlton. You're from Atlanta, right?

**Carlton:** From Atlanta. I just wanted to say, that was great information. Everything you said, that's what we do every day. That was great information.

**Willie:** That is what we do every day to grow our lists. Also, Carlton is a member of the Internet Marketing Inner Circle, so you're encouraged to go check that out again at [TIMIC . ORG](http://TIMIC.ORG). Good to have you on the call, Carlton. Thanks for joining us.

**Carlton:** Thanks.

**Willie:** We have about two minutes left in the show. The show notes, again, which are at [www.SageMarketer.com/notes.html](http://www.SageMarketer.com/notes.html), has links to all the resources that I mentioned.

I noticed people passing along the URLs during the show. That's good. It's good for you guys to share information and help each other out, but if I mention a resource, I also include it in the notes. There are links, live links, in the show notes that you can download right from my site.

The PDF itself is already uploaded and waiting for you just to grab. At the same time, about ten minutes after the show has ended, you'll be able to go back to this site, and you'll see a description of the show, and you'll see a link to the MP3.

If you'd like to download the MP3 of this show and listen to it over and over and over again, you're free to do that. You're also free to tell your friends about it. I'm not hiding information. I want to share it with people who will actually use it.

We've got about a minute to go in the show. I want to thank everyone for joining us today. I hope that you not only learned a lot from the show, which I'm sure you did, but I also hope that you'll use what I shared with you.

I shared with you examples of how I'm actually using some of what I taught you. I'm actually using the Rapid Action Profits script to

sell numerous ebooks, and it works very well.

It grows itself, so once you push the product out there into the marketplace, making people aware of it, which can be as simple as Tweeting about it on Twitter or posting about it on your blog, once people start buying that ebook, you're building a list of proven customers. You turn those customers into your affiliates, and you're building a list, and they're building your list for you at the same time.

The free giveaways work the same way. You want to find ones that are quality giveaways. There are some that you look at, and it's obvious that whoever is running it doesn't care about the quality of the product. They just want to throw something out there. You want one where it's obvious that whoever's putting it together has a unique angle, and if you notice Odin Sorenson's name on it, it will.

You also want to know that they care about what's being offered in the free giveaway, that they're not wasting your time. There's nothing worst than sifting through a list of old, worn-out stuff, downloading it, and finding out that you can't use it. Download the show notes at [www.SageMarketer.com/notes.html](http://www.SageMarketer.com/notes.html), and you'll be pointed to a couple of really, really valuable free giveaways.

Thank you again for joining the show. We are out of time. I'll have another show for you soon. Thank you.

## Recommended Resources

Followup101 Autoresponder System

<http://Followup101.com/willie>

ProfitAutomation Shoppingcart & Autoresponder System

<http://ProfitAutomation.com>

Rapid Action Profits System

<http://www.rapidactionprofits.info/gorap.php>

The Internet Marketing Inner Circle - Where Serious Internet Marketers Network,  
Joint Venture And Learn In A Caring And Trusting Environment

<http://www.clicktasiasia.com/recommends/InnerCircle>

20 Ways To Make \$100 Per Day Online

<http://www.clicktasiasia.com/recommends/20Days>

Easy PushButton Traffic - Automated Submission Of Videos, Audios, Articles,  
And Press Releases

[http://www.easypushbuttontraffic.com/affiliates/jrox.php?id=131\\_2](http://www.easypushbuttontraffic.com/affiliates/jrox.php?id=131_2)

Viral Document Toolkit - PDF Creator And Brander **(Created This Ebook)**

<http://ViralDocumentToolkits.com>

[TenDollarPLR.com](http://TenDollarPLR.com) - Private Label Rights Products For Just \$10 Each

Willie's Secret List-Building Giveaway Listing:

<http://FireSaleLegend.com/blog>

## About The Author



Willie Crawford first discovered the Internet and Internet marketing back in 1996, while assigned to HQ Pacific Air Forces, where the young Air Force Major was in an office overflowing with networked Mac computers, almost all tied into the Internet. Willie discovered a world that led him to build his first websites that same year, and he never really look back.

By the time Willie retired from the Air Force in 2003, he had created ebooks, videos, audios, teleseminar recordings, courses, software, spoken at several seminars, and even hosted his OWN live 2-day seminar.

Willie retired from the Air Force and stepped right into a six-figure home-based business that now affords him a lifestyle most people only dream of. Many days Willie grabs his laptop, his Verizon wireless card, and works sitting in a beach chair overlooking the beautiful Gulf of Mexico, not more than 5 minutes from his house.

Willie now teaches aspiring Internet marketers what actually works in building a home-based business via his free ezine, and through his private membership site at The Internet Marketing Inner Circle. Willie has also taught at dozens of workshops and seminars in The U.S., Malaysia, Singapore, and The U.K.

Willie has written a critically acclaimed biography, “Git Off The Porch,” and a best-selling cookbook “Soul Food Recipes - Learned On A North Carolina Tobacco Farm.”

Willie is host of the popular Internet radio show “Willie Crawford Teaches Real Internet Marketing.” The ebook is essentially the transcript of one episode of his show. You’ll find his show at <http://BlogTalkRadio.com/WillieCrawford/>