

How I Boosted My Ezine Sign-Up Rate By 5200 Per Month... Virtually Overnight... And How You Can Too

(Fifth Edition) \$27



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In this report, I share with you a very powerful method that I use to grow my lists, generate free exposure, generate direct sales, and generate backend sales.

This report is for informational purposes only. We make no guarantee as to the results you'll get from using the information in this report. YOU ASSUME ALL RESPONSIBILITY FOR WHAT YOU DO WITH THIS REPORT AND THE RESULTS YOU GET!

This is deliberately a very short report because I want you to stop reading and simply start doing what I do. It has boosted my ezine sign up rate by 1,300 per week on average, and I could probably double that number if I really tried. At the same time, it has led to a big increase in sales :-)

What's my secret?

It's not really a secret at all. It's something that you see every day (if you are in the Internet marketing niche) but that you've probably not given much thought.

How did I boost my sign-up rate by 1,300 additional subscribers per week... 5,200 additional subscribers per month... 67,600 (52 weeks X 1,300) additional subscribers per year.

All I did was start taking part in a lot of the free list building giveaways that seem to be everywhere these days.

Later on, I boosted my sign-up rate by another 5500 subscriber per month. How did I do that? I started writing and selling short reports like this. I used the \$7 Secrets Script to sell these reports,

giving 100% instant commission to those who resold the reports. Each time someone purchased, I got a new subscriber who is a proven buyer, and the seller got a nice commission.

NOTE: This report (that you're reading) is NOT one of the ones that I sell using the \$7 Secrets Script. It also cannot be sold using the scripts since the resale license prohibits it.

Let's look at writing and selling short reports first...

All you do is choose a hot topic, and write a 5-15 page report on it. If you can write an article, all you need to do is expand upon it, add some graphics, and you basically have a short report.

You do want to make sure that the report is on a topic that your target market is REALLY interested in. It needs to solve some pressing problem that they are painfully aware of and willing to spend money on solving.

The way I come up with topics for my short reports is that I visit discussion forum in a target niche. I just observe what a lot of people are complaining about. Then I dig to find out what the real problem is that they are complaining about, and if people are already spending money trying to solve that problem. If they are, I do a little research and write a report on the topic.

If you are not a writer, then you may need to hire a ghostwriter, or you might be able to locate "Private Label Rights" (PLR) to reports already written on the topic. Private label rights products are products that your are free to revise, put your name on, and market as your own.

One place where you can locate free private label rights is at the secret blog that I'll tell you about a little later on.

I also encourage you to download a free MP3 audio recording of a teleseminar that I did on converting PLR products into your own. You can download the MP3 audio recording AND the PDF transcript of that teleseminar at: <http://TheRealSecrets.com/PLR-Riches/yes.htm>

Scroll all the way to the very bottom of that page, and you'll see links to both versions of the recordings from that teleseminar. Just click on the links to download them to your computer.

After you've written your short reports, you simply offer to allow other websites and email list owners to sell your report and keep all of the profits provided they send their customers to your site to download the product. When the customer comes to download the product, you invite, or require, them to join your list to access the product.

CAUTION: If you're using a system such as \$7 Secrets Scripts then you should not force a customer to opt-in to your list after paying for a product. If they've paid for the product but have to jump through hoops to get it, **Paypal sees that as a violation of their terms of service.** So, you need to either get them to opt-in prior to making the purchase, or request/but not require them to opt-in after making the purchase.

This is a somewhat tricky topic, and to fully understand it, I recommend that you read, "Seller Beware." This ebook, that you can download for free from my site explains several ways that numerous people inadvertently violate Paypal's Terms Of Service... and how you can avoid doing so. Many people are in danger of getting their Paypal account frozen or shut down, and don't even know it.

Grab a copy of Seller Beware at:

<http://TheRealSecrets.com/sellerbeware/>

If you are not familiar with \$7 Dollar Secrets, you can read all about it at: <http://TheRealSecrets.com/7DollarSecrets/>

Just by writing and selling these viral short reports (which go viral because others can earn a NICE commission from recommending them) I'm getting close to 5000 new subscribers per month. I don't generally force the opt-in because I don't want anyone on my list who doesn't want to be there. Instead I give them a VERY good reason to join my list. I am building a list of BUYERS which is very important.

Now, the other method...

You probably get emails through lists that you're on telling you how to get all kinds of products for free. These often include products with reprint, resale, and even private label rights. This is the perfect way to get some quality products to add to your existing product packages, or to repackage, re-purpose, or revamp, to create your own very profitable products. I mention that because I want you to realize that, while there is a lot of JUNK out there, not all of these free products are useless.

I've taken products that I've gotten for free, added them to existing products, and tripled my price or increased sales by 30%. Here are two quick examples:

1) I recorded a tele-seminar on how to write a cookbook with two friends who also happen to have written cookbooks. I initially sold the MP3 audio recording and PFD of the transcript (along with a few bonuses) for \$19.97. Then I was given a package of 38 PDF cookbooks with Master Resale Rights. I added 30 of those cookbooks to my tele-seminar package, and increased the price to \$67. My long-term sales actually went up by 9%.

If you want to check out how I sell those tele-seminar recordings you can at: <http://WriteACookbook.com>

2) I took the same bundle of PDF cookbooks, added them as a bonus to a cookbook that I was already selling, and increased sales by 11% in the first week. You can see how I did this at my cookbook webpage at: <http://Chitterlings.com/cookbook.html>

You've probably grabbed freebies from these giveaways too, and I've just proven to you that they can be very profitable.

HOWEVER, That's NOT Where The Greatest Value In These Free Giveaways Is For You!

After you read and implement this report, you'll see that what you really want to be doing is offering your own product for inclusion in

these free giveaways. You want to offer your freebies for the free publicity, and to build your list(s).

You want to create, or have created, 2-3 products that you can offer marketers putting together these giveaways. You DON'T want to offer old, "worn out" product that everyone has seen and that no one will want to download. You build your list by offering products people want so BAD that they would have happily paid for them were you not giving them away.

I offer fresh, original products that I create (MP3s, ebooks, private label rights, software) and get invited to participate in at-least 4-5 of these giveaways EVERY WEEK! I also help clients put together these giveaways and even plan on doing one or two of my own every year!

Naturally, I can't and don't participate in all of the giveaways that I'm invited in on. The reason that I'm invited to participate, and the reason that you'll be asked to participate is that the organizers are hoping that you'll help publicize the free giveaways and drive traffic to the sites. By having everyone involved promoting the events heavily, it's not unheard of for one of these promotions to see 7,000 or more visitors driven through a site in just a few days!

I routinely get 1,200 - 2,500 new contacts on my lists by participating in **one** of these giveaways.

Some of the earliest list building giveaways that I participated in included Mark Hendricks' 12 Days of Christmas, and some of the ones hosted by friends who prefer that I not reveal their names. Why would they prefer that I not reveal their names? It's because what they are doing is so powerful that they don't want too many people to notice.

What has REALLY increased the number of free list-building giveaways is Mike Filsaime's Butterfly Marketing System. If you by any chance aren't familiar with Butterfly Marketing, you can read about it at: <http://TheRealSecrets.com/butterfly.html>

The Butterfly Marketing package (admittedly a little pricey) includes several manuals, lots of audio, and a set of scripts that allow you to run a membership site. By now, several thousand people have read the basic manual, and well over 1,000 should have downloaded and contemplated using the scripts.

Let's touch on the scripts first. These scripts allow you to set up and run a membership site. The way many people are using them is that they set up a membership site that's free to join but that offers one, or several, upgrade options. As soon as you join, regardless of the option that you select, you are encouraged to grab your affiliate url, and promote the membership site.

Your incentive for promoting the membership site is that you earn a commission from all sales that you drive to the site. If the basic membership is free, then you earn a commission from the up-sell to the deluxe memberships. The free membership could be for the giveaway products... requiring members to opt-in to donor's lists in order to claim the freebies they contribute.

The potential quick income is great! I've earned four-figure incomes from some of these promotions. However, as I've just shown you, the real value to you is that it allows you to build your list... if you find out about these sales or giveaways before they kick off, and you have a gift to offer.

A second script that I've looked at, and now use to set up giveaways for clients and my own giveaways, is called "Giveaway Manager." It's a lot simpler than Butterfly Marketing, and I prefer it for running giveaways. You'll find it at: <http://TheRealSecrets.com/giveaway.html>

This is how you are going to build your list, nurture that list, and profit from that list.

If you see one of these sales that has just kicked off, you can often email the organizer and get your product included too. Suggest that they add your product as an unannounced bonus if they have officially stopped accepting contributions :-)

The beauty of getting your items included in one or two of these sales is that it seems to be synergistic. People who are planning their own sale or giveaway notice that you participated in one, and so they contact you to see if you'd like to be a part of theirs.

Back to "Butterfly Marketing style list building... If you take the Butterfly Marketing script and set up a membership site, you in essence create a database that you can market to long-term... provided you create a sense of community around the site that keep the members engaged, and keeps them from unsubscribing. You can do the same thing with Giveaway Manager!

To make a membership site irresistible, many people are putting together these huge packages of software, ebooks, access to other membership sites, audio's, videos, and private label material. Your job is to **FIND** these sales and I'm going to give you a secret resource... **me**.

As I've already said, many people contact me asking if I want to participate in their list building giveaway JV (or firesale). They also give me permission to invite others to contribute and participate. What I'm doing for readers of this report is posting information about upcoming giveaways, firesales, and book launches that you should check out on a secret blog. That secret blog is at:

<http://FiresaleLegend.com/blog/>

Please don't share that url with anyone. It's only for purchasers of this report.

This blog is where I list free giveaways that you can participate in BUT you can also sign up at these free giveaways for the freebies, and these freebies often include **FREE Private Label Rights Products**. This is a good place to get materials to convert into those short reports that I mentioned earlier.

Contribute To Prize Package For Book Launches

Since the first edition of this special report, I have participate in over a dozen book launches. Typically, in these launches, the author/publisher wants to generate a LOT of sales in a very short time. That pushes the book to the top of the Amazon bestsellers list, if only for a short time. That gives the author the “right” to call his/her book an Amazon bestseller 😊

I get emails every week on these launches and will start including those in the blog above. I typically pick up several hundred to just over 1000 new subscribers when I help with one of these book launches.

Whoever is organizing the launch wants to offer a huge bonus package with the book purchase. Just as in the free giveaways, the book purchasers have to go to YOUR site to claim YOUR bonus. There you can squeeze them to join your list, or you can just invite them to join your list. It has the same effect as any of the free giveaways.

A recent example is when my friend Tim Knox released his book, "Everything I Know About Business I Learned From My Mama." Tim managed to put together a package of \$4137 in bonuses, for a \$20 book 😊

One of Tim’s bonuses was a special report that I had written detailing how to create an information product in a day that could earn you \$100,000 per year. The product was created when Michael Ambrosio interviewed me on my process for creating information products. Offering that special report brought me in TONS of subscribers (they are still pouring in) and will also lead to sales since the report has a backend built in... with recommended resources, etc.

Assuming it's still online, you can check out Tim's book, and how he set things up at:

<http://www.1shoppingcart.com/app/?Clk=2004349>

Once you get a more established name, many people trying to push a book to #1 status on Amazon will invite you to join their promotion or submit a freebie... so you get to ride the coattails of some VERY famous people.

Let me give you a less recent example that shows you the possibilities. This was a book promo that could have gotten your name and product/website in front of literally MILLIONS.

Opportunities of this magnitude are rare but they do happen :-)
This one was HUGE.

Here's the full story, and despite the title of the book being promoted it really had NOTHING to do with politics.

Wayne Root wrote a best selling book in 2005 called "Millionaire Republican - Why rich Republicans get rich, and how you can too." In the book he basically lays out success habits and strategies that the rich know and apply... but that most "ordinary" people are unaware of.

The title is intended to garner media attention, and create controversy. **Controversy gets the media talking about you, polarizes your marketplace, and MAKES SALES.**

On September 20th, 2006, there was a HUGE push for the paperback edition with literally millions of emails going out.

The author himself had over 1.5 millions subscribers that were contacted! YOU could have taken advantage of this promotion, and potentially built "The Largest List Of All The Internet Marketers" if you properly positioned yourself in front of this huge wave of potential customers with your irresistible freebie.

To participate in that promotion, which I did...

You needed to fill in a form on a webpage, and you were emailed

instructions on how to participate.

The setup on the site was really slick but you needed just a few bits of data when you got the instructions by email! You were directed to a page where you just filled in a form and your product was automatically added to the database. You needed:

- A product description
- A value for the product
- Several benefits offered by the product
- A download url
- A graphic of the product (or even just your photo)
- An estimate of how many you could email to on September 20th, 2006

After you filled in the form above and clicked the submit button, you could preview your listing. You saw that the software program turned the benefits you listed into bullet points in the listing. It was a pretty snazzy setup.

Even though the setup was automated, someone reviewed your listing before the listing went live, and not all submissions were accepted. Given the potential to get in front of so many potential new subscribers, you can believe that I offered a QUALITY freebie!

I helped to spread the word on the promo and did “pretty good.”

That promo was organized by an agent who handles book launches. I later met him at a seminar, and we talked several hours. Now, whenever he is working a new book launch, he automatically contacts me 😊

When I find out about book sales where they're looking for contributors to prize packages far enough in advance, I WILL list

them on the private blog, so you need to make visiting there often a part of your regular routine.

Just drop by the private blog often to see what new firesales, giveaway, or book launches I see on the horizon (that I have permission to share with you).

Now there is a big reason that I post it on this hidden blog, and that you really don't want too many people to know about it. You want MOST people to be customers rather than contributors. You want them downloading YOUR products, spreading YOUR name, building YOUR list, and making YOU backend profits.

People love freebies, and by just pointing these free giveaways out to them you create a win-win situation.

Now, let's briefly look at HOW you build your list from these giveaways...

The secret is, you offer your item for free to new members or those qualifying for the freebies, BUT you require them to visit your site and register in order to download it. This is where you build your list! This is a little tricky in that if you just ask them to register for software updates, or to fill in the form in order to be emailed the download link, they haven't really subscribed to your list (and given you permission to send emails NOT related to what they downloaded).

On your forms, you want to invite them to join your regular ezine list, or you want to tell them that this is a condition for downloading your freebie. If you also tell them that they can unsubscribe any time, and if your freebie is of high enough quality, they will subscribe.

A second way to get those taking advantage of your freebies to subscribe is to ask them in the follow-up emails that you send them thanking them for downloading your freebie, teaching them how to get the best use out of your freebie, and offering them additional, related goodies. Done properly, many will subscribe.

Let's look at the typical setup I use.

1) I offer a freebie as part of the giveaway. I'm expected to help drive traffic to the giveaway. Many of the free giveaways have up sells in the form of one-time offers! Since a certain percentage of customers WILL go for the up sell you do earn cash on the front-end. It's typical for affiliate/promotion partners to earn 50% commission on up-sells, etc.

2) When the person gets past the front door and into the download area, they come across my product description. If I've done my job correctly... offering a quality product, with an enticing description and a nice graphic, they will click through to my site for the download. If you offer a poor quality, outdated product, you won't get many clickthru's and those that you do get will be left with a negative impression of you... not a good way to build a loyal responsive list ;-)

3) On the landing page on my sites, I often have an opt-in form. I thank them for choosing my product and ask them to register for updates OR to subscribe to my ezine as a condition for downloading my freebie. If you point out that they can easily unsubscribe at any time, many will subscribe.

Alternatively, you can just give them the download link and below the link sell them on joining your list.

Alternatively, you can just give them the download link, and below the link offer them a special deal on one of your products.

I've done all of the above.

4) After they opt-in (as required) you redirect them to your download page, and send them your autoresponder message sequence. Some people require confirmation of the autoresponder opt-in, others don't. Your autoresponders' host may require it. I use, and recommend the autoresponders at <http://ProfitAutomation.com> With ProfitAutomation, you choose whether you want to use single opt-in, or double opt-in (when they have to confirm via responding to an email sent to them that they do indeed want to opt-in).

If you sell your own products (and you should) then ProfitAutomation allows you to work with one integrated database, moving people from

list to list as they take various actions. For example moving them from a prospect list to a customer list as they begin to make purchases. So, if you have an autoresponder sequence selling a product and you offer a discount near the end of that sequence, customers who purchase before getting that email, will be unsubscribed from that autoresponder, and therefore never know that if they'd wait a little long they would have been offered a discount. **This is a VERY powerful system.**

5) On the download page, you give them the download link and maybe offer them some other special.

You'll notice that I always give them something else to do after they download or take a desired action. You don't want to leave your site visitors "just hanging." At a minimum, give them a link to go check out one of your sites, or the site of a partner.

Ok, I've laid out the basic plan. Now you just need to implement it. Start by looking through your products for something that you can offer in these firesales, giveaways, or book launches. If nothing jumps out at you, look through your collection of PLR products that you have, searching for something that you can easily rework, rename, put your name on, have a few graphics designed for, and then offer to the world!

After you do that, keep your eyes open for emails about these events. Also visit my private blog, to see which ones I've shared with you recently.

Most of these giveaways last from a week to a month. However, I have seen some that last as long as 6 months.

Finally, consider putting together your own list-building giveaway. If you do, let me know, and I'll list it on my private blog helping to spread the word REALLY fast! The best way to let me know about your event is to submit a help ticket at my helpdesk. You are not required to register, and we don't have to worry about the unreliability of email. Just submit the details at:

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

Why would you want to host your own giveaway anyhow?

Several reasons to include that the very fact that YOU organized and host a giveaway will help you be perceived as an authority or “mover and shaker” in your industry.

Secondly, since everyone participating in the giveaway as a contributor or a gift recipient registers for access to the site, you by default build a list of EVERYONE driven to the site by all promoters.

Finally, hosting the giveaway just helps you to make a lot of connections. Contributors and gift recipients will view you differently after you pull off a successful list building giveaway.

WARNING: Orchestrating a free giveaway can be a LOT of work!

The Most Common Objection!

Let me take a few minutes to answer one objection that I know a few people will have. A few, looking for reasons why they can't do it, will counter with the fact that they have no list, or very little website traffic. I'll offer the following points:

1) Not having a list doesn't stop you from blogging, or posting to others blogs and discussion forums (where permitted), sending emails to your contacts, sending PM's to your contacts, or buying paid ads in ezines! I even write article to promote some giveaway ;-)

You can find a list of ezines that offer solo ads on my blog at: <http://WillieCrawford.com/blog/> There is a link to that post in the right menu bar! That's also a list that I will continuously update as I find new places to run solo ads (that I get good results from). If YOU offer solo ads, feel free to let me know by submitting a ticket at: <http://WillieCrawford.com/helpdesk/>

There is also a list of popular internet marketing discussion forums listed on my blog. There is a link to that thread in the right menu bar

too. In that thread I even offer you a free piece of software that has direct links to dozens of these forums, and allows you to effortlessly surf between 1 - 6 forums at a time. You can even have all of these open at once in the software. That's all free at:

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

2) If you offer a quality product but can't mail to a huge list, you may actually contribute more to the success of the giveaway than someone with a huge list, but a lousy product contribution. Most people read the product descriptions to decide if it's worth their time even signing up for the giveaway. Your product description, listed on the sales page may lead to a lot of potential customers taking that crucial first step!

3) The fact that you can't email thousand doesn't make it unfair to those who can. Many of these giveaway incorporate some type of point system, where they reward you for referrals. Those who send the most traffic to the site gets listed higher up on the page. Those signing up for the giveaway are going to quickly scan the products offered and "pick and choose" the ones that they want. I know that I only download a small fraction of items offered in most giveaway I participate in. I only download items that I know I can and will use!

Since most people start at the first listing on the first page of free gifts and gradually work their way down the list, there is a definite advantage to getting your gift in first. Until the software shifts donors around based upon referrals, those who joined first are usually listed first. That gives you a slight edge, so signup early. That's a great reason to check by our private blog often 😊

Ok, so I've just gotten rid of your excuses, and showed you how you CAN build a list without spending a fortune, or even having to invest a lot of time and effort. Now it's "Time for you to get busy!"

Willie Crawford, Founder - The Internet Marketing Inner Circle <http://TIMIC.ORG>