

Easy List Cash Eruption

How You Can Get Paid To Build Your List In 2015 And Beyond

Philip Schaffer | www.hugeprestige.com

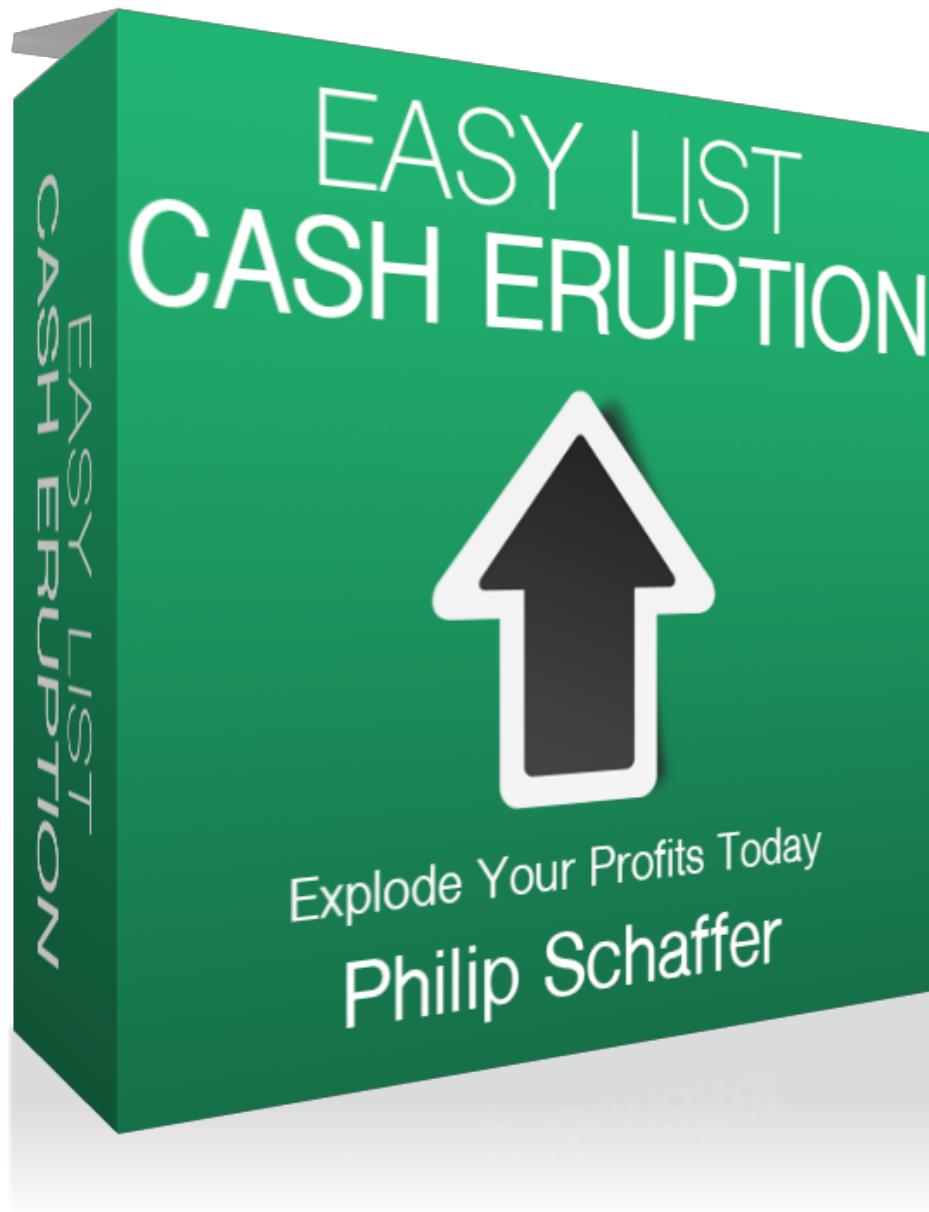


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Introduction To Easy List Cash Surge

Welcome to Easy List Cash Surge, your ultimate guide generating ultra targeted free traffic to your email list. If you're reading this guide you may have already realized how much potential there is in building an email list. One just has to look at the sheer volume of businesses out there applying this same exact method. Despite all the earnings waiting to be made, you might not know exactly how to jump in and get started to grab your slice of the pie.

Follow this report and you won't need to worry about any of that. You can use this manual as your one stop guide to getting your email lists and sales funnels off the ground. We'll go over the exact same methods I use to generate real, tangible revenue every single month.

Before we dive into it all, I'd like to thank you for downloading this guide, you've made an important first move to becoming financially independent. Simply by taking this step, you've started on the road to being your own boss one day. If you can take away one lesson from this report, make it this one: **Take Action**. Take your ideas and actually implement them, your first try doesn't have to be perfect. What's important is that you actually get something out there. You can improve on it next time. Who knows, after your 4th or even 100th try, you may have something amazing on your hands.

-Philip Schaffer

Overview Of The Method

The whole point of this guide is to get you paid while you grow your list using free traffic methods. Essentially, getting paid to build your list. Remember this is a brief overview, we will dive into the details later on but for now I just want you to get familiar with the concepts.

Starting out you're going to need a couple things:

- You'll need an autoresponder
- You'll need a squeeze page (email opt in page)
- You'll need a thank you page
- You'll need to sign up for PPL programs

Once you have those things, this method first involves driving traffic to your squeeze page so that you can get subscribers. People that subscribe to your list will be automatically redirected to your PPL program. A portion of those subscribers will enter their email on that PPL page, getting you paid. This is essentially you getting paid by having someone subscribe to your list. From then on, you now have that subscriber as part of your email list.

And this is where the cycle repeats itself, you'll use the relatively passive free traffic methods of this book to constantly drive new subscribers to your list. And while this is happening, a portion of your new subscribers goto your PPL pages and make you even more money. It's a perpetual system!

But not only are you getting paid to build your list, you now have these subscribers on your list to do anything you please with. That's the basic formula in a nutshell, getting you paid, to build up your list.

So I know that may have sounded a little hectic but believe me doing all of that is easier than it sounds. We're gonna dive into each component that you need in detail now.

Autoresponders

An autoresponder is a service that allows you to build email lists and send subscribers emails. If you're serious about your business then you need one of these. These services allow you to send follow up series to each individual subscriber so that every one of your potential customers will be sent every offer you want them to see at the exact time you want.

I cannot stress how enormously helpful these tools are to your online business! There are many different autoresponders out there, some of the more popular ones are Aweber and GetResponse. I personally use Aweber as they're established, they've been around forever and are one of the original autoresponders. GetResponse is another which I've personally heard good things about. Aweber allows you to get started for \$1 for the first month and GetResponse lets you get started for free.

The screenshot displays the Aweber dashboard interface. At the top, there's a navigation bar with links for 'My Account', 'My Apps', 'Help', and 'Logout'. Below this is a secondary navigation bar with buttons for 'Home', 'My Lists', 'Messages', 'Subscribers', 'Web Forms', and 'Reports'. The main content area is divided into several sections:

- Subscriber Search:** A search bar with a dropdown menu for 'Email' and a 'GO' button.
- Live Webinars:** A section titled 'How to Get Started' for 'Tues, November 1st (7 - 8 PM ET)' with a 'Register Now' button.
- List Stats:** A table providing a quick overview of list performance. It includes columns for Listname, Today, Yesterday, Subscribed, Unsubscribed, Grand Total, and List Completion. The table shows data for 'lwb' and 'modelingforkids' lists, with a 'Totals' row at the bottom.
- Recent Broadcasts:** A table showing the details of recently sent messages, including Listname, Sent Date, Subject, Sent count, Bounces, Complaints, Opens, and Clicks. It lists several broadcasts with their respective dates and subjects.

Listname	Today	Yesterday	Subscribed	Unsubscribed	Grand Total	List Completion
lwb	0	1	86	8	94	Complete
modelingforkids	0	0	22	3	25	Complete
Totals	0	1	108	11	119	

Listname	Sent Date	Subject	Sent	Bounces	Complaints	Opens	Clicks
lwb	10/11/11 2:55pm	Let's Leave Work Behind!	66	1 (1.5%)	0.00%	22 (59.1%)	2 (7.6%)
lwb	10/09/11 5:13pm	Time To Say Goodbye...	66	1 (1.5%)	0.00%	37 (86.4%)	48 (72.7%)
lwb	10/02/11 4:55am	If Things Don't Go To Plan...	63	0	0.00%	38 (61.9%)	30 (47.6%)
lwb	09/25/11 5:16am	The Scope On My New Project!	55	0	0.00%	42 (76.2%)	26 (47.3%)
lwb	09/18/11 5:09am	Biz Resolutions No No & A No	49	0	0.00%	42 (85.7%)	21 (42.9%)
lwb	09/11/11 5:28am	Niche Site Disaster	44	0	0.00%	36 (81.8%)	22 (50.0%)

Squeeze Pages (Landing Page, Opt-In Page)

A squeeze page serves one purpose, to turn potential leads into list subscribers. At the most basic level, a squeeze page will consist of a single opt in box where a prospect can enter his or her email address. Once the potential lead enters their email address, they become a subscriber to one of your email lists.

A squeeze page convinces your potential customer to give up their email address (and sometimes other information) in exchange for something the prospect finds irresistible. Typically it's some sort of free product that your potential customer would find useful.

Good squeeze pages are not difficult to make once you get used to creating them but there are a few important principles you should keep in mind when making them. First, less is more when it comes to squeeze pages. There have been studies done that show that the more clutter you have on an opt in page, the worse it converts (meaning the less people that enter their email address to become a subscriber). Now obviously I'm not saying this is the only way to lay out a squeeze page, but the following method works swimmingly for me and a whole lot of other marketers out there.

First, simply have a single opt in box on your landing page where the user can enter his or her email address. You can also allow them to enter their names but I typically reserve this for my buyers lists opt in boxes. Last, have a great, catchy above your opt in box like, "Make \$100 tonight using this free method!" (change that to reflect your field or niche as needed). That's it, squeeze pages don't need to be difficult. Check out the pictures below for some

ideas on how easy it is to make a great looking, high converting squeeze page.

Freebies

Freebies go hand in hand with your Squeeze Page. What better way to convince someone to join your list than by bribing them with some free content? A freebie typically promises to give information that your potential customer will find enormously helpful.

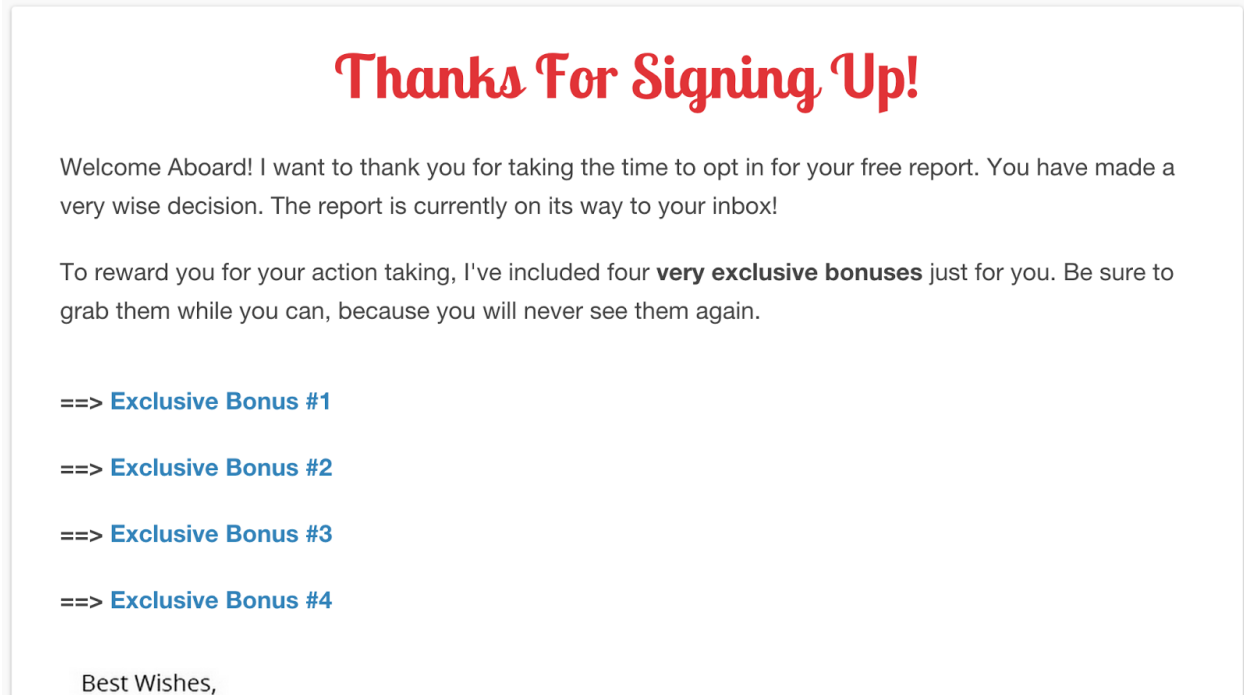
Try to keep your freebies short but value packed. Give the prospect some genuinely useful information that makes him or her interested in what else you have to offer. There are two great ways to get this content to give away (so that you can entice people into becoming subscribers). The first method is making the freebie yourself. If you already have a product that you're gonna be offering your potential customers, a great way to make a freebie is by giving them a stripped down version of your product. Or alternatively, by giving away the first section to your product. Then, in your freebie just add a section that mentions that all of the freebie content is expanded upon inside of your main product (with a link to the sales page for that product of course)

Another fantastic method of creating freebies is by purchasing PLR (private label rights) products. There are TONS of products out there (related to your field or niche) that you can purchase rights to, rebrand, and give away (or sell) as your own products! If you go this route, I highly recommend using master-resale-rights.com as they have tons of quality content for rebranding purposes available on the cheap.

Once you have your giveaway, it's simply a matter of advertising the freebie on your squeeze page and driving traffic towards it.

Thank You Page

This is an extremely simple page that is shown immediately after people opt into your list. A thank you page can be useful in a bunch of different cases but for our purposes we will typically have a very simple page that looks something like the following:



Now what are those bonus links you might be asking yourself?
Those are simply links to your PPL programs! :)

CPA Program

CPA stands for Cost Per Action. You can read that as how much you get paid when one of your subscribers completes some sort of action on a page you send them to.

These “actions” can be a whole range of things. A common action is entering an email address in a web form. This form of CPA is known as Pay Per Lead (PPL). Pages which ask for an email address are going to be the ones we deal with throughout this guide. Later on, I'll cover the best places to sign up for PPL programs.

The takeaway to remember here is that you are getting paid when one of your subscribers completes some sort of action on a page you send them to. It's crucial to getting you paid to grow your list.

Overview of PPL

So now that you know what CPA is we can cover the main way you're going to make money from building your list with this guide: PPL Programs. PPL stands for Pay Per Lead. PPL is just a form of CPA in which you get paid by directing a potential lead (customer) somewhere.

What this means for the purposes of this guide is you get paid when you get someone to enter their email address into an opt in box.

Now, how do you sign up for PPL programs? There are various places where you can find them but I've found the absolute best place to do this is in the "Pay Per Lead Insider" group on facebook. This group provides a curated spreadsheet with the best and highest paying PPL programs. It also helps protect you from any potential scammers as the the group members are very vigilant for any funny stuff.

You can find the direct link to the group here:

<https://www.facebook.com/groups/payperleadinsider/>

I highly suggest you request access to the group now, it should not take long before you are granted access.

Again, we'll circle back to this in more detail later and you'll be able to follow a step by step process for finding and signing up for the best PPL programs.

Building Your List With Amazon Kindle Direct Publishing

This is definitely one of the “newer” methods of getting highly targeted traffic to subscribe to your lists. It’s a really simple method but extremely powerful. The basic formula looks like this:

Step 1) Write/Get an eBook

Step 2) Place A Link To Your Squeeze Page In The eBook

Step 3) Publish your eBook on Amazon KDP

Don’t worry about writing or getting the eBook just yet. I promise it’s much easier than you’re thinking it is and I’ll show you exactly how to do this soon.

Again this is an extremely powerful method that can eventually help you bring in hundreds of subscribers a month.

The real power of this method is in Amazon’s Free Book Promotion which can net your books thousands of downloads. And when those thousands of people read your book, a percentage are almost guaranteed to click on the links to your squeeze page which are contained within which leads to fresh subscribers for your list!

Now unfortunately you can only do a free book promotion once every 90 days with KDP. That’s why in order to truly see great results with this method you should have as many books as possible, ideally enough to do a free promotion every week.

This ensures free targeted traffic to your list every single week! And as an added bonus, while your books are not in a free promotion, they'll be available to buy through Amazon. This means you'll be earning passive income AND growing your list for FREE all year round. I hope you're seeing how powerful this method is. If you take one thing away from this book, let it be this method.

Now that you have the basic idea behind this method, let's go through each step of the process.

Step By Step Guide To Success

Step 1: Enroll in PPL programs

The first step in this process is to get your PPL programs set up. Go to the Pay Per Lead Insider group on facebook here:

<https://www.facebook.com/groups/payperleadinsider/>

Click on the files tab in the group and then open up the PPL Programs Master List.xlsx. This is the curated spreadsheet with approved PPL programs. You should see a spreadsheet like the following:

	A	B	C	D	E	F	G	H	I
	Name of the PPL Owner	Link to sign up to the PPL Program	FB Link to contact the owner of the PPL Program	Skype Username	Countries allowed	Single/Double Opt-In	Earning per lead approved	Frequency/date of payouts	Minimum Payout
1	John Horan's Mega Cash	http://www.megacashleads.com/signup.php	https://www.facebook.com/profile.php?id=100008223130310			Single	\$0.75	PayPal Weekly	
2	Kevin Fahey's PPL Program	http://kevinfahey.net/amazing-offer/signup.php	https://www.facebook.com/kevinfahey1984		Tier 1 / NO CA/UK/Indo	Single	\$0.50-\$1.50	PayPal 2nd Month	
3	Sean Storey's Speedy Income Formula	http://speedyincomeformula.com/ppl.html	https://www.facebook.com/seanstoreymontor		Tier 1	Single Opt-In	\$0.50	PayPal 1st Month	
4	Yadira Barbosa's Easy Cash Leads	http://easycashleads.com/jvs/	https://www.facebook.com/yadira.barbosa		Tier 1	Single Opt-In	\$0.65	PayPal->Every Sunday	
5	James Jordan's Cash	http://cashsuperstar.com/ppl/affiliates.htm	https://www.facebook.com/james.jordan.73937646		Tier 1	Double Opt-In	\$2.50	PayPal	
6	CB Leads	http://www.cbleads.com/sign-up.html/			Tier 1	Single/Double	\$0.25-\$3.00	PayPal	
7	Reno Von Boven's Auto	http://www.warriorforum.com/warrior-special-offers/231049-reno-von-boven-auto-sign-up-2	https://www.facebook.com/reno.vboven		Tier 1	Double Opt-In	\$1.00-\$2.00	PayPal	
8	Kenny Tan's Payday From Three Mouse Clicks	http://threemouseclicks.com/tmcpl/	https://www.facebook.com/kenny.tan.75457		Tier 1	Single Opt-In	\$0.75	PayPal 15th Month	
9	Mega Commission Machine	http://www.warriorforum.com/warrior-special-offers/182423-4-mega-commission-machine-sign-up-2	https://www.facebook.com/members/whiteh-warriorforum		Tier 1	Double Opt-In	\$2.00	PayPal	
10	CashNetwork	http://www.cashnetwork.com/	Multiple Email Submit Offers- Rotating		Tier 1	Single	Range		
11	Peerfly	https://www.peerfly.com/	Multiple Email Submit Offers- Rotating		Tier 1	Single	Range		
12	Maxbounty	http://www.maxbounty.com/	Multiple Email Submit Offers- Rotating		Tier 1	Single	Range		
13	Zoei Lee	http://profitdaysystem.com/joininvite/	https://www.facebook.com/zoei1337?fref=nf		Tier 1	Single	\$0.75	Paypal 15th of the month	
14	Torsten Müller	http://marketingwithtorsten.com/blog/pay-per-lead-invite/	https://www.facebook.com/torstenmueller64?fref=nf		Double click to add to cart	Single	\$0.50	Paypal 3rd of the month	
15	Sandy Nayak	http://financialfreedomfrominternet.com/lpgsandy/LPG/signup.php	https://www.facebook.com/profile.php?id=100005375205814&fref=nf	sandeep.nayak2005	Tier 1	Single	\$0.75 and increasing upon quality	Paypal/Each Tuesday	\$20
16	Shane Drumm Effortless Cashflow Solution	http://hiddenonlinemagic.com/lpg/signup.php	https://www.facebook.com/shane.drumm	sdilverpool	Tier 1	Single	\$0.80	PayPal 3rd Month	25\$
17	Daryoush Sadr-Salek	http://daryoushsalek.com/lpg/signup.php	https://www.facebook.com/Daryoush007?fref=nf	daryoush.sadr.salek	US/UK/AUS/CA/NG	Single	\$0.50	Paypal 1st of month	\$10
18	Colin Meunier	http://colinmeunier.com/payperlead/	https://www.facebook.com/colinmeu?fref=nf	colinmeunier	US/UK/AUS/CA/NG	Single	\$0.50	Paypal 7th of month	25\$
19			https://www.facebook.com/james.dennis.1481		US/UK/AUS/CA/NG			Double 5th of month	

This spreadsheet shows the various PPL programs that you can enroll in. Simply click on the “Link to sign up to the PPL Program” for the program of your choosing.

As for choosing a program, I'd simply say that you should go for the ones with the highest "Earning per lead". But also make sure the program is "single opt in" I've personally found that I make more money on the Single Opt In programs but feel free to try any of them out.

A personal favorite that I have used is Yadira Barbosa's Easy Cash Leads program (still active as of 04/01/2015) so feel free to consider that one "extra verified" ;)

Once you've signed up, feel free to message the program owner on Facebook to expedite the approval process. Once you are approved, you'll be given account access and be able to login. Once you login, grab the referral URL from account page. Copy that referral URL down, you'll need it later. See the example screenshot below:

Current Commissions Owed

\$89.75

Your Referral URL

http://smarter-marketer.com/[REDACTED]

Hits: 519 Unique visitors: 473

Reset

Step 2: Get your autoresponder set up

The second step in this process is to get your autoresponder up and running. Your autoresponder will allow you to start gathering the email addresses of your subscribers. There are numerous services that you can use, here's a list of some popular autoresponders:

[Aweber](#)

[GetResponse](#)

[MailChimp](#)

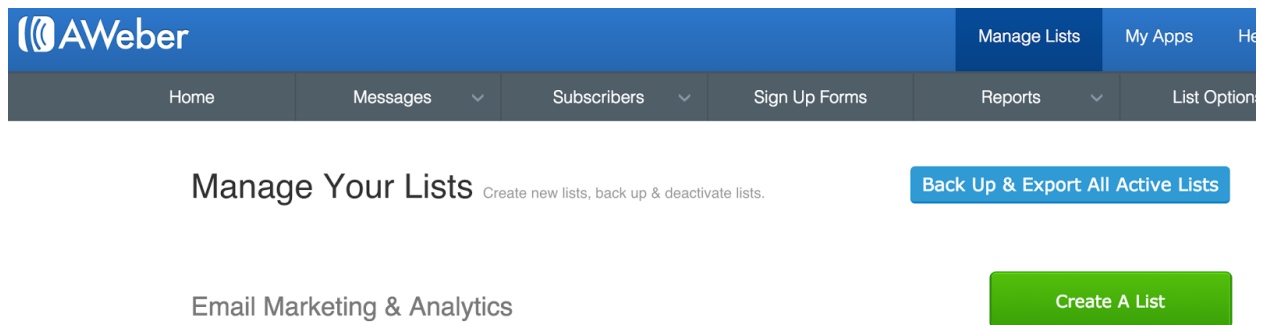
[iContact](#)

[ListWire](#)

I personally have been using Aweber since I first started getting into email marketing and haven't looked back. That being said, I have heard good things about all of these services from several of my colleagues in the internet marketing field. Most of these services have a free 30 day trial or allow you to get started for just \$1. Believe me however the cost of these autoresponders is well worth the money. I should also note that ListWire is a completely free service.

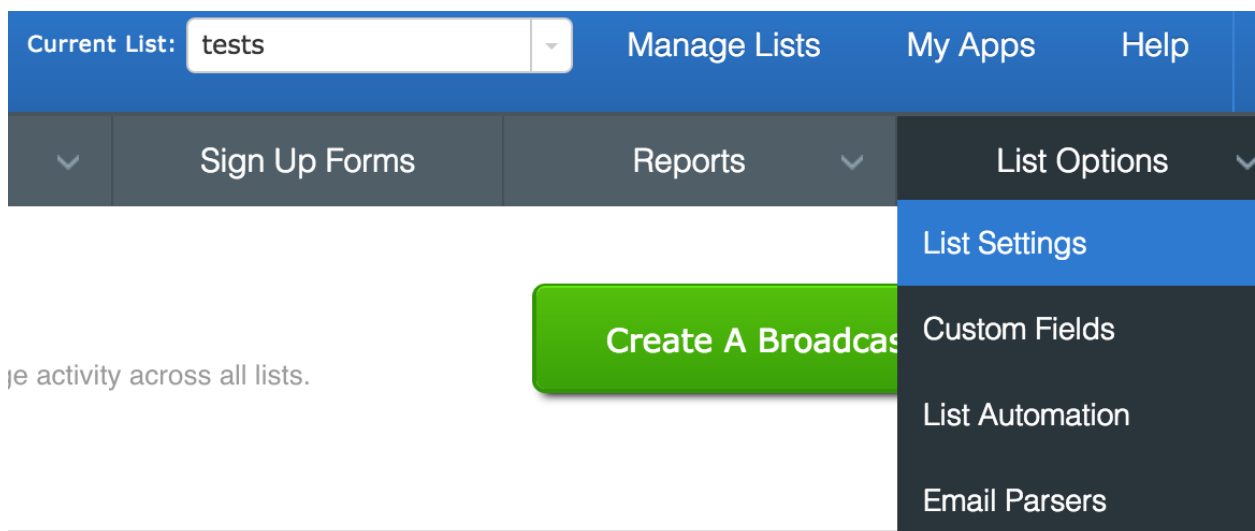
For the purposes of this guide I'm going to assume you have [Aweber](#) but all of these other AutoResponders will follow the same general template.

First, in Aweber, we're going to create a new list. Start by logging into Aweber and clicking "Manage Lists" in the top right corner. Then click on the "Create A List" button.



On the next page you'll need to fill out some basic information about yourself. Pay careful attention to the sender email. This will be the email that people in your list will be seeing it as from. Once done click "Next Step" and again enter the basic information required on the next page. Then click "Next Step" one last time. On the next page just immediately scroll to the bottom and click "Approve Message & Create List".

Once the page loads, you'll see your new list selected as the Current List. Now again near the top right, hover over the List Options menu and select List Settings.



On the new page, click on the “Confirmed Opt-In” button and then scroll down to Step 2 where it says, “Require Opt-In on Web Forms” and toggle the button so that it says “Off”. This will disable the pesky double confirmation on your list (which hurts the overall number of subscribers to your list). You should do this for every list you create from now on. Make sure to save your settings at the bottom of the page!

Ok awesome! Now you have your very own email list. Now you need to create a web form. This will allow you to place a list subscriber opt-in form wherever you please on your website. Whenever someone enters their email address into the form, their email will get added to your list and you’ll be able to send them emails!

Start by clicking the Sign Up Forms button at the top of the page. Click the “Create Your First Sign Up Form” button. On the next page, you’ll want to follow the screenshot below as a template. Click the X button on form elements as shown below so that only the email field and sign up button remain. Then click the “Goto Step 2” Button. On the next page, you can enter a name for your form and select a custom page for the user to goto after he or she has subscribed. You should select your thank you page that you made earlier so that when someone opts in to your list, they are automatically taken to your thank you page. Typically the confirm page will take the user to a “thank you” page that gives a download link to the free product that enticed the user to subscribe in the first place.

The screenshot shows a web form builder interface. At the top, there's a toolbar with icons for PREVIEW, HEADER, FOOTER, PRIVACY, COUNTER, POWERED, IMAGE, DIVIDER, and TEXT. Below this is a 'Templates' section with a 'Hide Templates' button. The templates are categorized into 'Popular' and 'New'. The 'New' category is highlighted with a green arrow. Under 'New', there are five templates: 'Big Sale', 'Grace', 'Tick Tock', 'Skyline', and 'Tea Time'. The 'Tick Tock' template is selected, and its preview is shown in the main area. The preview shows a form with an 'Email:' label, a text input field, and a 'Sign Up' button. The form is set to 'In-Line' type and has a width of 418 px. A 'RESIZE' handle is visible on the right side of the form.

Save Your Form

Go To Step 2

Save your form and click the go to next step button. On this page you're gonna want to copy and paste the form code from the section shown in the screenshot below. Copy the raw html from where it says "<form method..." all the way down to where it says "</form>" and save the snippet for later.



Design

Customize the look and style of your form.

* * *



Settings

Edit your form's properties and choose a thank you page.

* * *



Publish

Place your form on your site.

Who Will Publish This Form To Your Website?



I Will Install My Form

You are comfortable with HTML and have access to edit your pages



Javascript Snippet

The Quick and Easy Version



Raw HTML Version

Advanced Design Customization

For Those Comfortable with Raw HTML:

- Easily customizable to fit any scenario.
- Track statistics in your account.

```
<!-- AWeber Web Form Generator 3.0 -->
<style type="text/css">
#af-form-1754470311 .af-body .af-textWrap{width:98%;display:block;float:none;}
#af-form-1754470311 .af-body input.text, #af-form-1754470311 .af-body textarea{background-color:#f9f9f9;
#af-form-1754470311 .af-body input.text:focus, #af-form-1754470311 .af-body textarea:focus{backgro
#af-form-1754470311 .af-body label.previewLabel{display:block;float:none;text-align:left;width:auto;co
#af-form-1754470311 .af-body{padding-bottom:15px;padding-top:15px;background-repeat:no-repeat;b
#af-form-1754470311 .af-quirksMode{padding-right:60px;padding-left:60px;}
#af-form-1754470311 .af-standards .af-element{padding-right:60px;padding-left:60px;}
#af-form-1754470311 .buttonContainer input.submit{background-color:#0479c2;background-image:url(
#af-form-1754470311 .buttonContainer input.submit{width:auto;}
#af-form-1754470311 .buttonContainer{text-align:center;}
#af-form-1754470311 button,#af-form-1754470311 input,#af-form-1754470311 submit,#af-form-1754
#af-form-1754470311 div{margin:0;}
#af-form-1754470311 form,#af-form-1754470311 textarea,.af-form-wrapper,.af-form-close-button,#af-
#af-form-1754470311 input,#af-form-1754470311 button,#af-form-1754470311 textarea,#af-form-175
```

☒ Include beautiful form styles. Uncheck to get unformatted basic form.

Step 3: Create a squeeze page

For this step you'll need to have a website. If you don't have one already I highly suggest you get one as soon as possible. There's plenty of domain name registrars and web hosting out there (and plenty of tutorials on how to get your basic website setup on google). Personally I used [HostGator](#) to register my domain as well as for my web hosting and have never had a problem. However there are a bunch of great, well known providers out there. [GoDaddy](#) is another popular service you have probably heard of before.

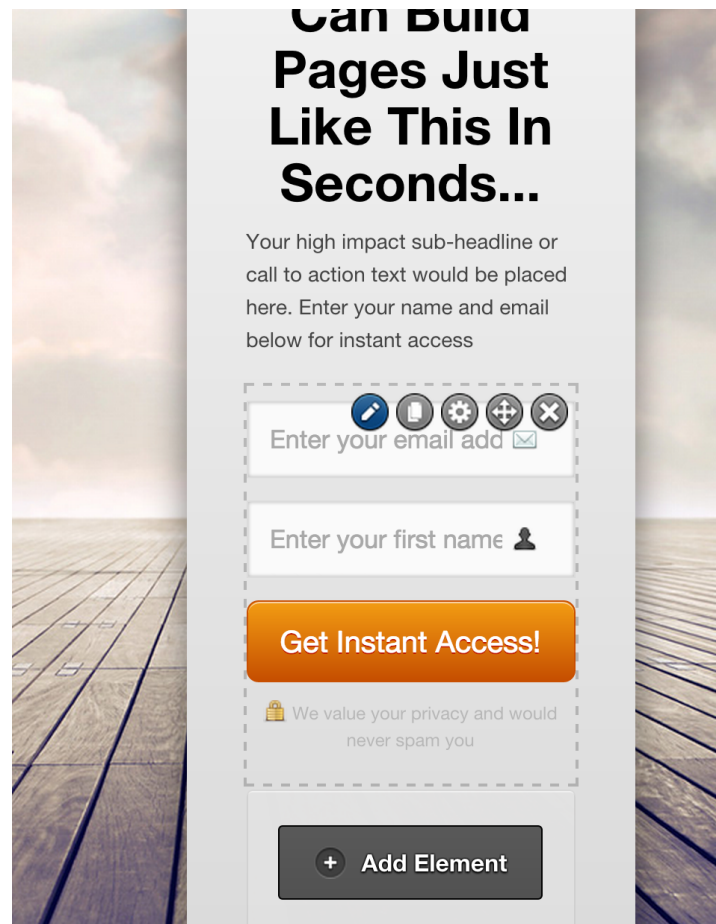
Once you have your basic website setup, I highly, highly recommend you buy the [OptimizePress](#) theme. This WordPress theme allows you to craft high quality sales and landing pages in minutes by yourself (even if you don't have any design experience). It also lets you create beautiful squeeze pages very easily.

If you don't want to make the investment in OptimizePress, you can also easily follow this step by using [SqueezeRobot](#), a free service that allows you to create Squeeze Pages in seconds.

For the purposes of this guide in general, I'm going to assume you're using [OptimizePress](#) (trust me it is well worth the money if you're serious about creating your online business).

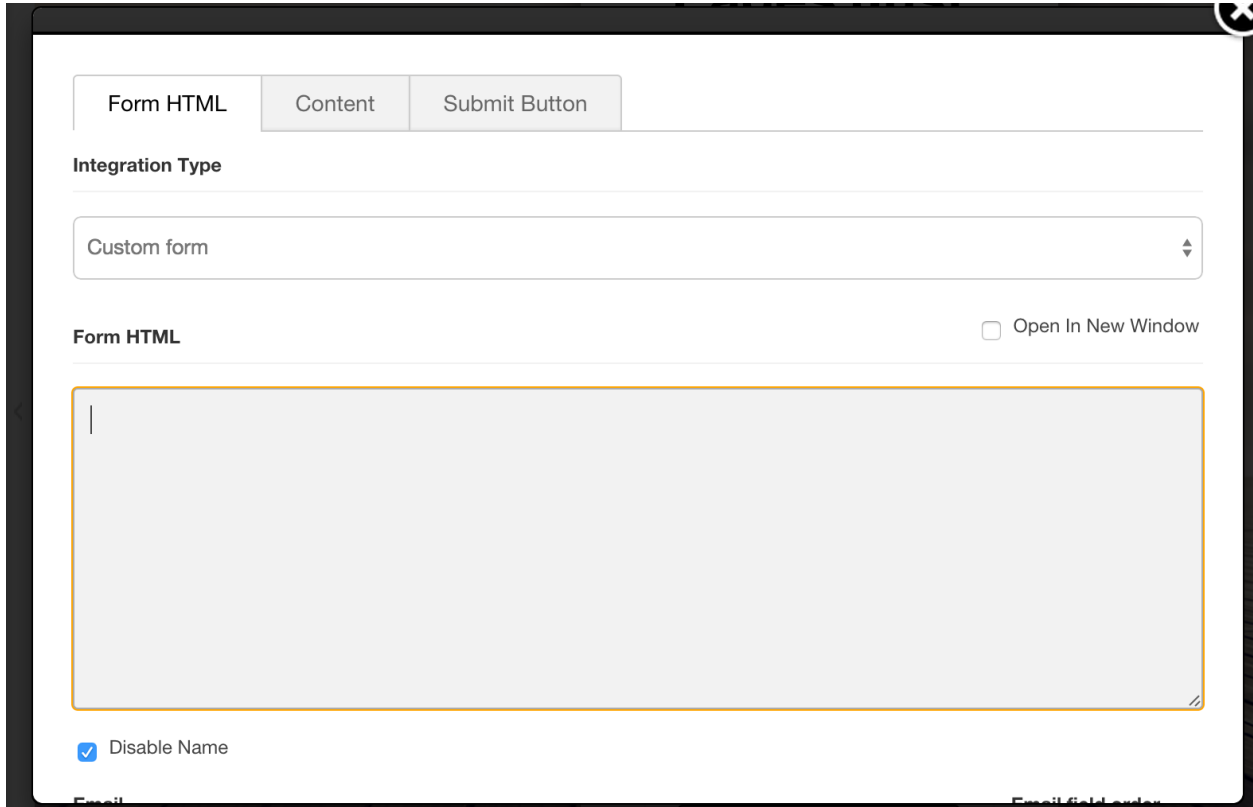
Once you have OptimizePress installed, start by going to your WordPress dashboard and create a new page hovering over the OptimizePress menu button on the left side and selecting the page

builder button. In the screen that pops up, enter a name for your squeeze page and select the “Blank Page” button at the bottom. Then select the “Proceed to Step 2” button. On the next page select the “Landing Page” button and then the “Proceed to Step 3” button. Finally select the top left most template on the next page and then hit “Proceed to Step 4” button. On the final page, just select the “Save Settings & Launch LiveEditor” button.



On the LiveEditor screen that comes up next, hover over the option form like the screenshot above and click the pencil icon. On the pop up that comes up, make everything look like the screenshot below (make sure to check the “Disable Name” field!) and then

take that opt in form snippet you copied from Aweber previously and enter it into the Form HTML field shown below.



The screenshot shows a web form builder interface with three tabs at the top: 'Form HTML' (selected), 'Content', and 'Submit Button'. Below the tabs is a section labeled 'Integration Type' with a dropdown menu set to 'Custom form'. Underneath is another 'Form HTML' label with a checkbox for 'Open In New Window'. A large, empty text area with a yellow border is provided for pasting HTML code. At the bottom left, there is a checkbox labeled 'Disable Name' which is checked. The bottom of the interface shows the start of an 'Email' field.

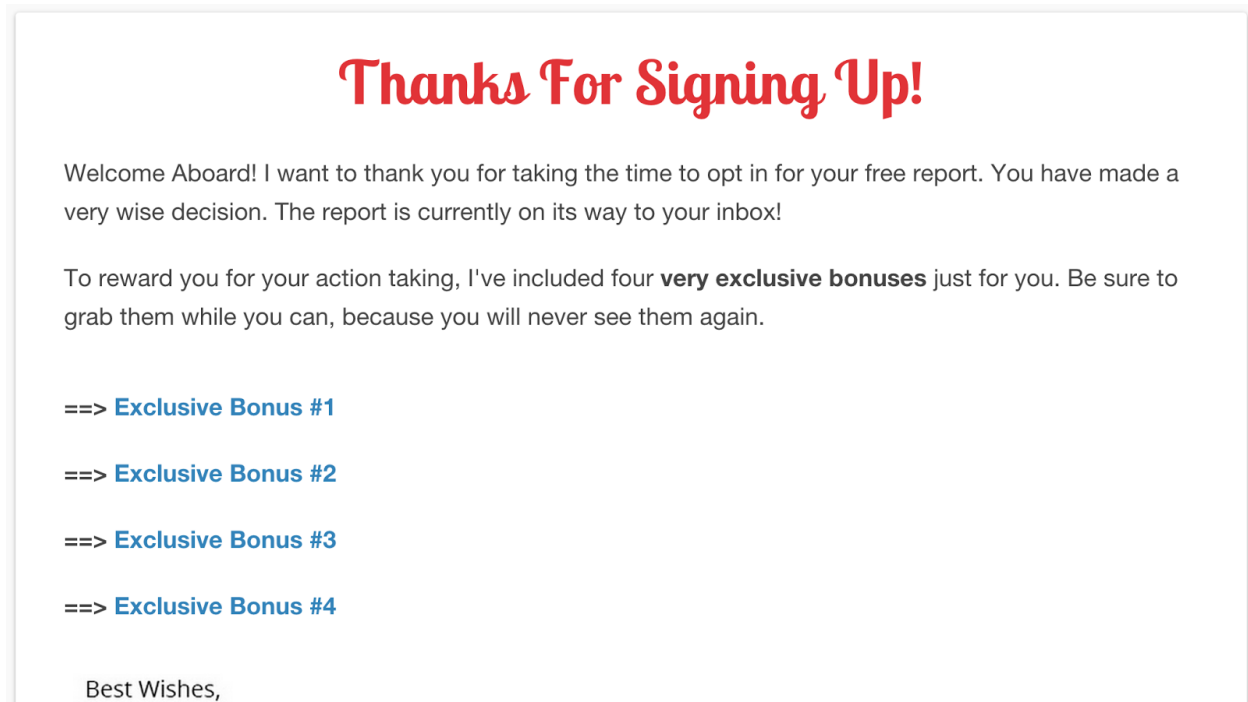
Then simply hit the insert button and voila! You have a squeeze page with a working opt in form tied directly to your list. Obviously you need to modify the page a little bit more to make it look presentable. Modify the page elements (headline text, logo) by clicking the hovering over each individual page element and clicking the pencil icon. In the pop up that appears change anything as required and then click the “Insert” button. Finally when you’re all done, select the “Publish” option from the drop down on the left, and save the page. You can now access the squeeze page from the URL you set up earlier in this step.

Remember when dealing with squeeze pages less is more so keep it as simple as possible. Have a good enticing headline that hooks your leads, an email form, and a pretty background picture. That's all you need, really. See the screenshot below for an example of a good squeeze page:



Step 4: Create a thank you page

Now we're going to create our thank you page. Again you should follow similar steps to the above section and create a page that looks similar to the below image:



The thank you page doesn't have to be anything special and like squeeze pages, typically the simpler they are, the better they perform. Now remember when we copied our PPL links earlier? We're about to use it here. See those bonus links in the picture above? Those links should all point to the PPL programs that you signed up for earlier.

By the way, if you haven't already, make sure the you set the custom page I mentioned in the opt in form section earlier, to the thank you page you just created!

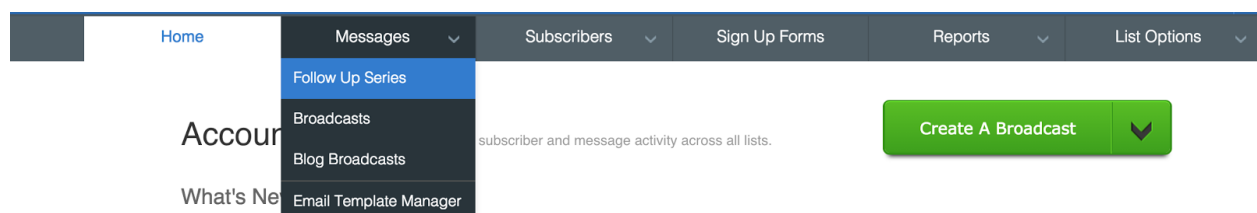
Step 5: Get a free product to entice subscribers

This step is super easy. You simply need to get your hands on a small little free report that you can use to entice your users to subscribing to your email list. So once they sign up using your form, you offer a link to this “free” product.

Now you can go ahead and create this product yourself. But lately, my favorite method is to go to master-resale-rights.com, buy a cheap book on the niche that I’m appealing to, and give that away for free. Whichever method you go with, don’t spend too much brain power on this part, you just need something decent to actually give your subscriber once they sign up.

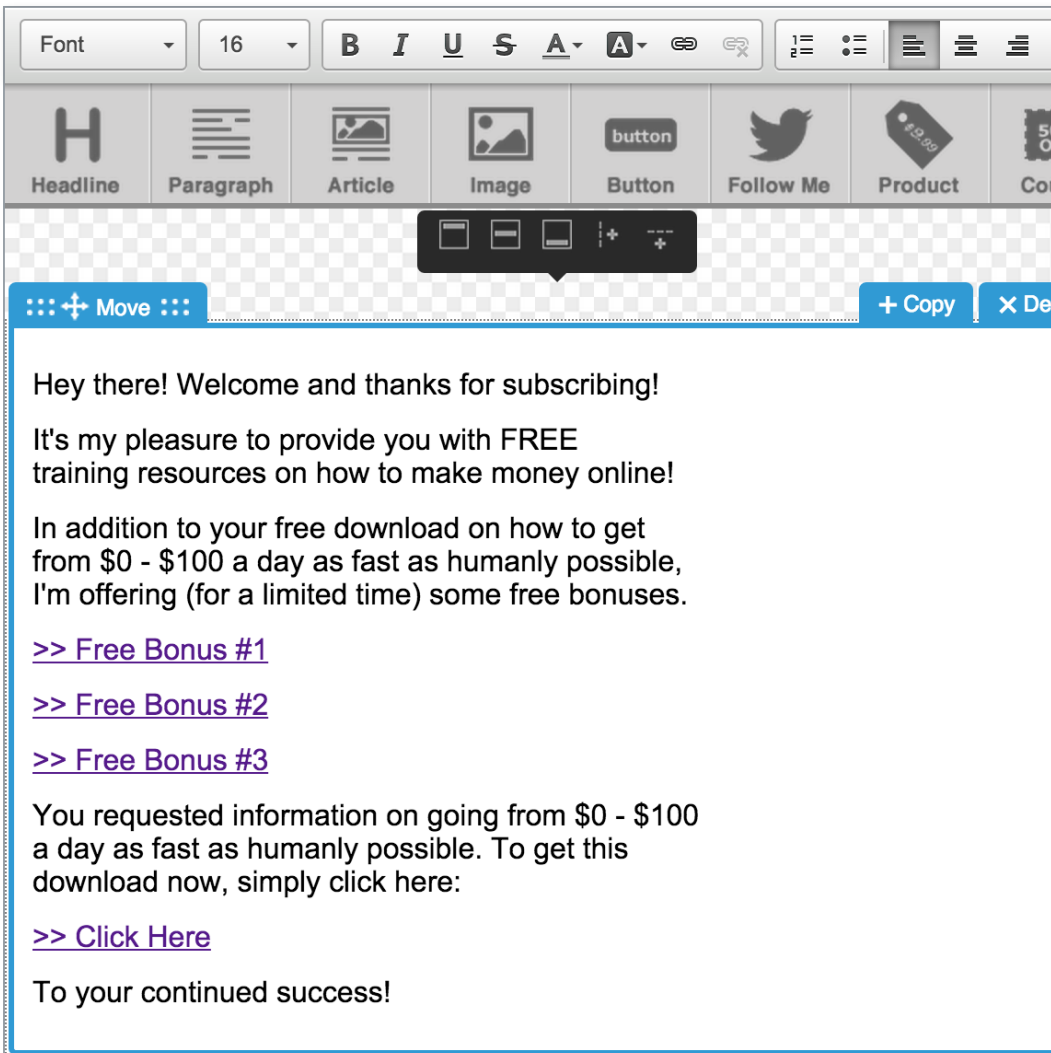
Create a follow up email:

Ok so now you need to create a quick follow up email to send to your list once they subscribe. This email will contain the actual download link to your free product from the previous step as well as more “bonus links” just like your thank you page. To create a follow up email, goto Aweber again and click on the follow up series button as shown in the image below.




On the next page click on the Create A Follow Up Button. On the message crafting page that pops up next, you should craft a message that looks similar the one below:

Your Request For \$0 - \$100 A Day As Fast As Humanly Possible! Get It Now!



This is actually the exact follow up email I send to one of my solo lists today! Now obviously you should modify this slightly. For one, the subject should match the headline that you used on your squeeze page. And the body should be modified to match the squeeze page as well. Finally, you should change the links. The download link at the bottom should point to your freebie from earlier. And the bonus links should point to your PPL program just like on your thank you page. Finally, hit the save button, then the

next button, and finally the save & exit button. On the following screen you should see something similar to the below:

#1	Your Request For \$0 - \$100 A Day As Fast A... Edit Send a test Delete Copy	 Send immediately	0 spam score	28.5% opened
----	--	--	-----------------	-----------------

Ok congrats! You now have the basic funnel all setup! Now let's talk about driving free traffic to your squeeze page!

Step 6: Drive Free Traffic To Your Squeeze Page

This is where our various free traffic methods come into play. Once again, I'm going to focus on the Amazon KDP method here as I think it's one of the most surefire methods of building up your list.

Remember, the process will look like this:

Step 1) Write/Get an eBook

Step 2) Place A Link To Your Squeeze Page In The eBook

Step 3) Publish your eBook on Amazon KDP

Write/Get an eBook:

Now you're probably thinking to yourself now, "do you really expect me to write an entire ebook?" Now let me tell you about the process that's gonna make the "writing" process a million times easier.

What you're going to do is find a PLR book in the niche you're working in. Now, you're not just gonna change the title and publish it on the store as this is against Amazon's policy. But you are going to go through the book section by section and rework the content.

You can literally go through the eBook paragraph by paragraph, paraphrasing and changing up sentences as necessary. By doing this method the "writing" process becomes a much quicker affair and allows you to publish new books constantly and quickly.

So let's get right into it, first I want you to go to master-resale-rights.com. NOTE: Any PLR selling website is fine, I'm just using this site as an example because I am very familiar

with it. On master-resale-rights.com, click on the “private label rights” button in the menu. On the new page that comes up you’ll see a search box on the right hand side. Simply enter keywords related to your niche in the search box and go. On the search results page, look for a PLR book that grabs your attention.

[Home](#) [Private Label Rights \(PLR\)](#) [Business](#) [Marketing](#) [Personal Niches](#) [Web Design](#) [Webmastering](#) [Videos](#) [Audios](#) [Bargains](#) [New Arrivals](#)


Private Label Rights (PLR)

[Home > Private Label Rights](#)

Private Label Rights (PLR) products are by far the best option in the Resale Industry. Includes PLR ebooks or private label ebooks or rebrandable ebooks, rebrandable software and web scripts that you can claim full authorship to. These products can be 100% edited by you (the reseller) and changed to include your name


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773 item(s) - Page 1 of 86 [Items per page: 9 ↓](#) [Sort: New arrivals ↓](#) [View: Single column ↓](#)




Million Dollar Membership Sites
Learn how to set up & manage a membership site with strong retention rates, and how to build a full time income from it.
~~\$6.59~~
\$5.35

[Add to Cart](#)




Dominate The Web
Looking into working & earning online? Learn what you can do to generate a full-time income, working for yourself from home.
~~\$7.49~~
\$5.25

[Add to Cart](#)



List Launcher
Need to build and grow your list? Get these 77 tweaks & tactics and generate a big list of subscribers for your niche.
~~\$5.59~~
\$5.19

[Add to Cart](#)



Internet Millionaire Mind Hacks
Let's explore the millionaire mindset of the online marketer for doing business in the most positive and successful way.
~~\$6.45~~
\$5.19

[Add to Cart](#)

Once you find the book that appeals to you, add it to your cart and checkout. As for the cost of these books, don't worry about it.

You'll be getting paid to grow your email list using these \$5-\$10 books so it's more than worth the cost. So skip the afternoon coffee one day and invest in your list. Trust me it's worth it.

Once you've picked up the book, download it your computer and open it in your document editor of choice. Once open I want you to go through each paragraph and change the wording up as necessary to make it your own book that you can publish on Amazon KDP. Here's an example of how I would I go about changing my a paragraph using this method myself:

Here is a paragraph from another product of mine:

“Just follow the very easy instructions on the page to create your advertising account. Once again Google will ask you to enter some basic information about yourself as well as some tax information. Once you've completed this and have your account, pat yourself on the back, you've just completed ALL the basic foundational work required to flip apps! This part is a one time thing (unless you'd like to make accounts for a different company) and you'll never need to do this again! With that being said, there's a lot more to go so onto the next section.”

I would change that paragraph to something that reads like this:

“Follow the simple instructions on that page to create your advertising account. Again, Google is going to ask you to enter some information about yourself including some tax info. Once you're done and have your account set up, give yourself a pat on the back as you've just finished all the foundational work required

to flip apps! This section only needs to be completed once! But there's still more work to do so let's get right into the next section!"

As you can see although the sentence structure is different the underlying content is essentially unchanged. I wrote that "new" paragraph in about 30 seconds so you can see just how quickly you can write entirely "new" books that can be published on Amazon KDP.

Also keep in mind that the PLR books you're working with aren't hundreds of pages long. Most usually max out at 20 - 40 pages which is more than enough. You can honestly rewrite an entire book in a couple sittings. I told you, it's much easier than you might have initially thought :)

Once you have your "new" book re-written, it's time to add the crucial links to your squeeze page. I personally like to give the reader as many opportunities as possible to get directed to your squeeze page so I place a link in the intro of the book, in the final words, and in a footer that's on every single page.

This will give your reader plenty of opportunities to become a subscriber.

So now that you have your book set up and ready to go, let's go through the process of publishing on KDP. The first thing you're going to need is a publisher account on Amazon KDP. Start by going to kdp.amazon.com. This is where you can sign up to publish your books on Amazon.

If you need to create an amazon account click the button that says Sign Up. If you already have an account simply click the Sign In button.

kindle | direct
publishing



Sign in with your Amazon account
Sign in
<small>You will be signed in using our secure server</small>
Don't have an Amazon account
Sign up
Learn more about publishing popular genres on KDP:

Once you have created the account or signed in with your existing account you'll be brought to a terms of service page. Review the terms and agree. Finally, before you can publish your books on KDP, you'll have to fill in your address and bank account information so that they can pay you for any books that have been purchased.

Congratulations, you are now a publisher on Amazon KDP! Now it's time to publish your book. Click the "Add new title" button to get the process started.



KDP Select Global Fund Gets Even Bigger
Earn more with the introduction of Kindle Unlimited
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Make More Money
Reach More Readers
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KDP Select Global Fund
April 2015
\$3 Million

Add new title

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Search

You'll be brought to a page where you enter all the information on your book, as well as upload the actual file. Make sure you check the KDP Select Box as shown in the screenshot below:

Introducing KDP Select

Take advantage of KDP Select, an optional program that makes your book exclusive to Kindle and eligible for the following benefits:

- **Reach more readers** - With each 90-day enrollment period, your book will appear in Kindle Unlimited in the U.S., U.K., Italy, Spain, Germany, France, Brazil, Mexico and Canada and the Kindle Owners' Lending Library (KOLL) in the U.S, U.K., Germany, France, and Japan which can help readers discover your book.
- **Earn more money** - Every time your book is selected and read past 10% from Kindle Unlimited or borrowed from KOLL, you'll earn your share of the monthly KDP Select Global Fund. You can also earn a 70% royalty for sales to customers in Japan, Brazil, India and Mexico.
- **Maximize your sales potential** - Choose from two promotional tools including: Kindle Countdown Deals, time-bound promotional discounts for your book, available on Amazon.com and Amazon.co.uk, while earning royalties; or Free Book Promotion, where readers can get your book free for a limited time.

[Learn more](#)

☒ **Enroll this book in KDP Select**

By checking this box, you are enrolling in KDP Select for 90 days. Books enrolled in KDP Select must not be available in digital format on any other platform during their enrollment. If your book is found to be available elsewhere in digital format, it may not be eligible to remain in the program. See the [KDP Select Terms and Conditions](#) and [KDP Select FAQs](#) for more information.

The KDP Select program gives you the ability to enroll your books in a Free Book Promotion which is what's going to people squeeze page. Make sure you tick that box!

Fill in all the required categories and any of the optional ones you would like as shown in the screenshot below:

1. Enter Your Book Details

Book name

Your title

Please enter the exact title only. Books submitted with extra words in this field will not be published. ([Why?](#))

Subtitle (optional)

Your subtitle

Please enter the exact subtitle only. Books submitted with extra words in this field will not be published. ([Why?](#))

☐ This book is part of a series ([What's this?](#))

Edition number (optional) ([What's this?](#))

Publisher (optional) [Publishers use the publisher label to categorize their books based on content type, genre, bool](#)

Description ([What's this?](#))

Brief description

Book contributors: ([What's this?](#))

Add contributors

Language ([What's this?](#))

English

ISBN (optional) ([What's this?](#))

2. Verify Your Publishing Rights

Verify Your Publishing Rights ([What's this?](#))

- ☐ This is a public domain work.
- ☐ This is not a public domain work and I hold the necessary publishing rights.

3. Target Your Book to Customers

Categories ([What's this?](#))

Add Categories

Make sure you enter keywords into the “Search Keywords” box! This is what’s going to help potential subscribers and buyers find your book. Enter keywords that are specific to your niche. For example for my app flipping books, I enter the following keywords:

“App cloning, app flipping, android, reskinning, app reskinning, skinning, re-skinning”

Simply apply the same strategy to your particular niche.

When you get to the book cover section, I highly recommend using KDP’s built in cover creator. It’s easy, fast, and the results look pretty good in my opinion. But if you have a cover already created, you can upload that one alternatively. If you want to create your cover using Amazon’s tool, simply click the “Launch Cover Creator” button.

This will bring you to a screen where Amazon will walk you through each step of the process of creating your cover. Trust me it’s very easy just like the screenshot below shows:

How to Use Cover Creator



Once you've filled out all your book details on Step 1, save your changes and goto the next page in the process: Rights & Pricing.

On this page simply fill out your information as shown in the pictures below:

8. Verify Your Publishing Territories

Select the territories for which you hold rights: ([What's this?](#))

- ☒ Worldwide rights - all territories
☐ Individual territories - select territories

Select: [All](#) | [None](#)

☐ United States
☐ United Kingdom
☐ Guernsey
☐ Isle Of Man
☐ Jersey
☐ Canada

Selected territories (0 of 245)

Make sure you select Worldwide rights, this will allow the maximum amount of people access to your content. On the next step, selected the 70% Royalty option. This simply means that when someone purchases your book you will get 70% of the money from that purchase, with the other 30% going to Amazon. Put your price at \$2.99. This is the lowest price you can put for books at the 70% royalty option and is a good balance between

low barrier for entry for potential customers and a decent payout for you :) Don't worry so much about the pricing though, any money you make from book sales is just a nice extra perk. The main thing we want from Amazon here is the Free Book Promotion.

9. Set Your Pricing and Royalty

KDP Pricing Support (Beta)

See the relationship between price and past sales and author earnings for KDP books like yours.

[View Service](#)

KDP Pricing and Royalty



Effective January 1, 2015, list prices for EU marketplaces include VAT.
[Learn more about VAT](#)

Please select a royalty option for your book. [\(What's this?\)](#)

- ☐ 35% Royalty
☒ 70% Royalty

	List Price	Royalty Rate	Delivery Costs	Estimated Royalty
Amazon.com	\$ <input type="text" value="2.99"/> USD Price must be between \$2.99 and \$9.99.	35% (Why?)	n/a	\$1.05
		70%	\$0.03	\$2.07
Amazon.co.uk	<input checked="" type="checkbox"/> Set UK price automatically based on US price £1.99	70%	£0.02	£1.15*

Once you've filled out all the pricing information, scroll down to the bottom and click the "Save and Publish" button. Congratulations, you've just published your first book on Amazon KDP!

It'll take a few hours before the book is visible on the store as Amazon usually reviews everything before allowing it to go live. But in the meantime, onto the next step: Starting your free book promotion.

At the top of the page, click on the KDP Select Benefits button and you'll be brought to a page like the following:

Step 1 Your book ✓ Published and available for purchase	Step 2 Rights & Pricing i In progress	Optional KDP Select Benefits
--	--	--

Tools to promote your book on Amazon


Run a Price Promotion on Amazon Sign your book up for one of the following promotional programs. Only one promotional program can be enabled per enrollment period. Please select either Kindle Countdown Deals or Free Book Promotion. <input type="radio"/> Kindle Countdown Deal Learn more <input checked="" type="radio"/> Free Book Promotion Learn more Create a new Free Book Promotion	Run an ad campaign Advertise your book on Amazon.com. You set the budget, targeting, and timing of your campaign, and you pay only when customers click your ads. Currently Amazon Marketing Services is available only in English. Learn more <i>When you click to create an ad, you are agreeing to create an Amazon Marketing Services (AMS) account, subject to the terms of the Amazon Marketing Services agreement</i> Create an ad campaign
--	--


Select the Free Book Promotion option and then click the "Create a new Free Book Promotion" button. On the next page you'll be asked to enter a start and end date for your Free Book Promotion. Choose whatever dates you would like and click the Save Changes button as shown below:

Create a new Free Book Deal

Choose when the promotion will start and end

Kindle Free Book Deal promotions can run for up to 5 days.

Start Date: 

End Date: 

Free promotion days used: 5 / 5

Once you have done that you are all set. The promotion will start and you should starting seeing downloads of your book that same day. One those people start reading your book, a portion will click the links to your squeeze page and become subscribers.

And a portion of those subscribers will enter their email on the PPL pages you direct them to after they subscribe to your page, making you money!

As an added bonus once the 5 day free promotion ends you will probably starting see sales and book “borrows” as well. Both of these result in money being credited to your account and you’ll eventually start seeing monthly payouts from Amazon. Another income stream that you get for building your list! Awesome isn’t it?

Now let’s talk long term strategy now. If there’s one downside of Free Book Promotion program it’s that you can only enroll your book once every 90 days. So I bet you’re already realizing that the more books you have, the more chances you have to run the free promotion that builds up your list.

Once you get to around 10 books published in the store, you'll be able to run promotions fairly regularly, allowing you to be constantly driving free traffic to your list. But obviously the more books the better.

In addition, once you get to that amount of books published, you'll be earning a nice passive income simply from the KDP sales of your books alone. So the moral of the story, keep publishing those books :)

Other Free Traffic Source For Building Your List

Participate In Giveaways

You can generate traffic to your website and recruit new leads just by participating in giveaways.

Giveaways allow contributors to offer a gift to visitors in exchange for each member joining their list. It's a great way to build your lists quickly but keep in mind that "freebie seekers" aren't always the easiest to later convert into buyers.

Still, it's a simple way of jump-starting your list activity and giving you the opportunity to gain experience from sending out broadcasts, split testing campaigns and developing a relationship with your list.

Become Active In Relevant Forums

Forum marketing is an effective strategy for driving in fresh traffic to your squeeze page and building your list, but it also helps you build brand awareness in your niche market.

By being an active member of relevant community forums, you can spread your marketing message quickly, while finding potential joint venture partners and networking opportunities.

Just make sure that you include a direct link to your squeeze page in your forum signature (when permitted) and that you do your best to contribute quality, and useful information that will add value to the community.

Write Quality Articles & Reports

One of the main reasons people join mailing lists is to receive fresh, quality content on a regular basis.

You first want to develop a content schedule that is consistent, so that subscribers become familiar with your updates and know what to expect, but you also want to make sure that you stay in close communication with your subscriber base.

Consider sending out 2-3 emails a week that offer free content, balanced with promotional based emails every 2-3 days. The more value you offer your list, the more responsive they will be so you'll want to strike a good balance between free information and advertisements.

Consider offering an e-course, where subscribers can receive regular lesson plans, checklists, action plans and tasks lists that help them learn more about your niche market.

You could also create short reports that provide valuable information, while monetizing your content by embedding affiliate links into your report, leading readers to external resources that offer more information or enhance the material found in your free offer.

Blogging

This strategy involves creating a blog post about something related to your niche. Again, it doesn't have to be anything crazy in depth but make it tantalizing enough for your reader that they would want to learn more. Then suggest throughout the blog to opt in to your squeeze page (and for the love of god add an opt in box to your blog page!) This is another great way to generate clicks to your squeeze page. This is a great method to combine with forum posting as well. Once you create the blog post, definitely post to forums and social media!

Become A Guest Blogger

One way of gaining exposure and generating traffic to your squeeze page is by signing up to become a guest blogger on relevant blog communities. You can offer to write posts or update content in exchange for a prominent link on the blog, directing readers to your squeeze page.

Becoming a guest blogger will benefit you in many ways apart from the fresh exposure you'll receive and the opportunity to add new subscribers to your mailing list.

As a guest blogger, you'll also be able to build credibility within your niche market, while “piggybacking” off of the popularity of the blogs you are writing on.

Your posts should always be unique and provide quality information that will genuinely help those reading your articles.

To find blogs that accept guest blogging contributions, run a search through google for “your niche+guest blogging”, replacing “your niche” with your primary keyword. You can also search using the following queries:

[site:blogdomain.com] guest post

You can also contact the administrators of blogs you frequently visit and ask them if they accept guest bloggers.

Make sure that you become familiar with the blogs content and writing style so that you can retain consistency when submitting your own guest posts.

Administrators are far more likely to accept your contributions if they match the existing content and quality of their website.

Offer “Subscriber Only” Discounts

One great way of boosting list activity and motivating visitors into becoming subscribers is by offering “subscriber only” bonuses, discounts or coupons on paid products and services.

People are always interested in getting a deal and by offering price reductions on popular products and services, you’ll be able to entice visitors into subscribing to your list.

Furthermore, you’ll maximize your income by increasing your chances that these subscribers will purchase your products. After all, they are joining just to get the coupon or discount!

YouTube Videos

For this method, you’re basically creating a little video in which you cover a certain topic related to your niche and posting a link back to your site/squeeze page in the description. Again, it doesn’t have to be anything super extensive, just give a decent amount of info on something in your niche that will leave the viewer wanting more!

Making Money From Your List

Even though this isn't the main focus of this guide, I wanted to leave you with some ideas of how to make money off your newly built up list. Below are some of my favorite ways of profiting from a list built using free traffic methods

Selling Solo Ads

Again as a recap, selling solo ads involves you selling your traffic to someone else, effectively “selling” or “renting” your subscribers out to another person. Someone pays you to send an email to your list with a link to their page or product. This a great, guaranteed way of generating revenue from your list. There will always be people willing to buy fresh new leads to their page or product in the hopes of making money or gaining new subscribers.

It’s really easy to get started selling solos. Again my recommended method of selling solos involves facebook groups. Of course there are other websites that you can try to sell solos on such as the warrior forum. But personally facebook is the easiest method for me.

Start by doing a facebook search for solo ad groups. Join as many groups related to solos as possible. Once you’re accepted to a bunch, you can start posting to these groups a message like:

“I have an opening for 50 - 200 clicks that can start immediately.

Minimum 75% T1 and over-delivery guaranteed.

Check my testimonials here: [LINK TO TESTIMONIALS](#)

First come first serve. PM me for discount prices!”

Since you’re new to sellings solos, and you don’t have any solo testimonials yet, you might want to mention that you’re new to selling solos, looking for testimonials, and willing to offer a big

discount for people that go with your ads. This is just a temporary thing for until you get a few testimonials so that you look somewhat reputable.

You may also eventually want to create a sales page to direct potential customers to. You can see my sales page here:

<http://hugeprestige.com/huge-prestige-solo-ads/>

In general your sales page should be as simple as possible. Don't try to distract them with other products/blogs/ads on your solo ad sales page. My sales page follows this format:

-Introduction

-Testimonials

-Features

-Pricing

-Additional Information

-Outro

Again, keep it short, simple, and straight to the point!

Getting started is definitely the hardest part, but once you get enough testimonials and clients, people will start coming to you as you become more and more of a known seller. Remember though the key is to be consistent! Don't get discouraged in the beginning if you're getting new customers left and right. It will come with time.

When you get your first customers, DON'T just send their link in an email to your list. What you should do is create a "Solo Ads" rotator

and add their link to the rotator. Then, take the rotator link and put that in the email to your list. Do the same for any other links your customers give you. This way you prevent any wastage!

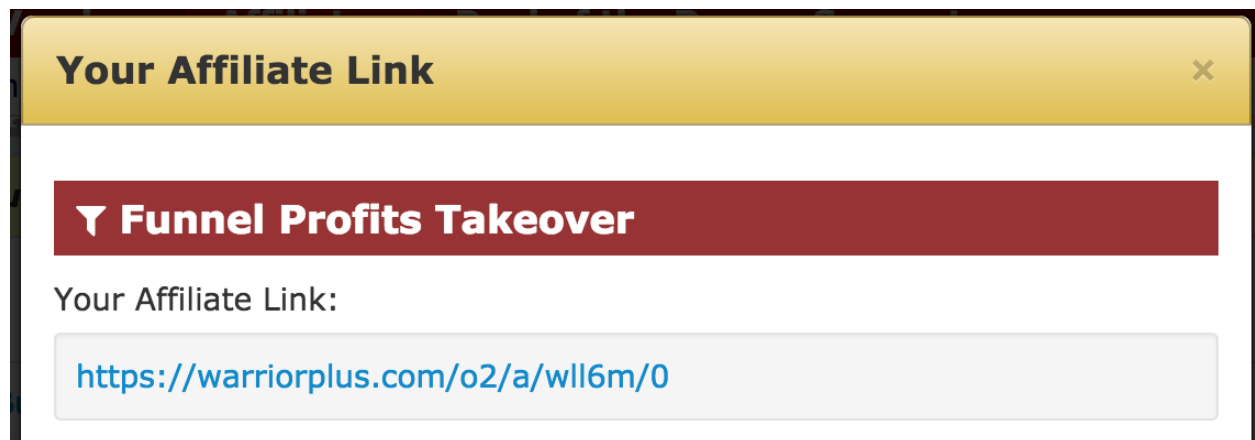
Selling Funnel Clicks

Very similar to selling Solo Ads, this method is essentially selling clicks from people that click on your “bonus” links on your thank you pages. You can follow the same method as above for solos. Just search for funnel click groups on facebook and post a similar message as your solo ads post. Since you already setup your rotator for your thank you page earlier, you can just add your customers URLs to that rotator without ever touching your thank you page. Simple isn't it!

Sending traffic to affiliate offers

The hallmark money making method for tons of internet marketers is to direct their list to affiliate offers. What is an affiliate offer? An affiliate offer is simply one in which when the customer buys it, the referrer (The person that sent the customer to the offer) gets a commission.

There are plenty of websites to get affiliate offers to send. I generally stick to the well known sites, like [warriorplus](#) and [clickbank](#). Once you sign up for a particular site, you usually need to request permission to sell a product by becoming an affiliate for that product. Once you become an approved affiliate for a particular product, you'll get an affiliate link. This link is important! If someone from your list buys an affiliate product after you directed them to it, your affiliate link allows the product creator to know that YOU sent that buyer.



An example affiliate link from warriorplus.com:

All you need to do is send an email to your list (with a nice, enticing email that make them want to buy the product!) with your affiliate link. If anyone from your list buys that product after clicking your link, you'll get paid a commission!

Final Words

After reading this report, your head should be full of ideas. Do yourself a favor and write them all down while they're still fresh.

Then simply take action and begin to implement.

There's no good reason why you can't do something big this year, whether it's with list building or another field where you feel you can do something great.

Make big goals, follow your instinct, and let your purpose motivate you.

You may be amazed at what happens next!

-Philip Schaffer

P.S.

If you ever have questions about where to go next or how to properly implement one of your ideas, feel free to drop a line at phil@hugeprestige.com or check out www.hugeprestige.com for tips on how to take your business to the next level :)