

BUYERS LIST RENEGADE



BY MARK LOFTIS

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I make absolutely no guarantee, expressed or implied that by following the advice below you will make any money or improve current profits, as there are several factors and variables that come into play regarding any given business.

Primarily, results will depend on the nature of the product or business model, the conditions of the marketplace, the experience of the individual, the application of said principles, and situations and elements that are beyond your control.

As with any business endeavor, you assume all risk related to investment and money based on your own discretion and at your own potential expense.

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You further agree that the author cannot be held responsible in any way for the success or failure of your business as a result of the information presented below.

It is your responsibility to conduct your own due diligence regarding the safe and successful operation of your business if you intend to apply any of this information in any way to your business operations.

- [NO] - Can sell this product directly.
- [NO] - Can add to a paid membership site.
- [NO] - Can sell for personal use.
- [NO] - Can put your name on sales page.
- [NO] - Can be offered as a bonus.
- [NO] - Can be packaged with products.
- [NO] - Can sell resale rights.
- [NO] - Can sell master resale rights.
- [NO] - Can sell PLR.
- [NO] - Can sell via auction sites.
- [NO] - Can add to a FREE Membership.

Welcome to Buyers List Renegade!



Hi there!

I just want to say that I'm truly, very excited to bring you "Buyers List Renegade". I'm going to show you a couple methods I've been using to build my buyers list including a third method that will allow anyone to get started building a buyers list right away...

We'll get to all this buyers list excellence here in a bit, but first...

Let me introduce myself...

My name is Mark Loftis. I've been in the Internet marketing biz for a while now, the majority of that time has been nothing but an epic failure.

I've EASILY spent over \$2000 on my Internet marketing education. Countless WSO's, coaching, an email and affiliate marketing course that cost me a cool \$300. Softwares and plugins and outsourcing projects, OH MY...

I wish I could go back.

My first real success? Creating my own product. Everything up until that point just didn't work.

I had built up a non-responsive list, I tried Fiverr, I tried MLM and some other network marketing stuff, lots of money wasted on traffic, CPA, etc. But something was missing.

And I desperately NEEDED to make this work. I had invested far too much time and money to just give up...so I started to really “dig in” and did my research...

Do What The Gurus Are Doing!

It's proven. It's time tested. It WORKS.

I started to observe all the “top guns” out there. The ones that were seemingly doing very well, and had built up a long term and sustainable online business.

They had built a following. People liked them. People listened to them. And people paid for their products/services – this involved having a blog/website, quality content, getting involved in the forums, Facebook groups, etc.

I just started to take massive action to get these things in order and really focused on building my brand and reputation.

Something else I did was purchase a WSO by [Phil Steptoe called “Buyers List Arbitrage”](#), and another by [Lee Murray called “From the Top”](#)...

These things combined were a game changer for me. I finally realized that the formula for long-term success online was actually very simple...

I had to take something I knew VERY well and had a lot of experience with (something I felt confident to teach others) and organize that information into a product. After someone purchased that product, they would be added to my autoresponder.

AKA: I needed to build a buyers list.

I don't think I need to explain why a buyers list is so profitable, but in case you don't know...a buyers list is basically a group of people who have a history of actually purchasing products. In other words, they're not afraid to pull out their wallet to learn something new!

Compared to the freebie seeker who opts in to your list in order to snag a free report, audio, training, etc. – I mean the two just don't compare. That's not to say a freebie list is worthless (or that you can't convert these leads into buyers)...

But basically, the bottom line is...you really need to focus a lot of your time and effort on building a list of BUYERS, even if you're just starting out!!

Why?

- 1) It's low cost
- 2) It's faster to profit from a buyers list
- 3) It's less work (if you use what I show you at the end of this report that is)

I can relate to the “buyer”, because I am one. And if I'm on your list, I've probably bought a product or two (or 5 or 6 haha). And that's exactly who I want on MY list...people just like ME!

So just to clarify, these are people who are driven, and are constantly pursuing a goal. Money just doesn't get in their way. SO...once I understood the value of having a list like this...

Creating A Product Just Made Sense

But was it really necessary? More on that later.

Honestly, it didn't take me very long to complete my first product.

Here's why...

While building my list – I invested in some training covering high converting squeeze pages. I had tested several different styles, bought a ton of solo ads – and had come up

with a style and system that worked so well I could easily accomplish >50% conversion rates on a consistent basis (my highest was over 60%).

So it was a no-brainer.

My first product was going to be over something I could talk and/or write about all day long. How to create high converting squeeze pages (and do it using free tools, which I had been doing).

What DID take a lot of time were things such as becoming familiar with the W+ platform, writing my own sales copy, graphics, OTO's, creating the videos, etc. Anytime you do something for the first time, there's obviously that learning curve.

I was also having some confidence issues right before I decided to go live with it. You tell yourself things like “Nobody's going to like this” and “I don't think I provided enough value, it's not ready...”, or “Why should anyone listen to what 'I' have to say on this issue” etc.





You basically have this ongoing battle where you are constantly tweaking your product, adding more to it, trying to make it “perfect”. I'm not sure if there's any way to avoid this...it's just human nature (mainly with your first product) but it definitely makes the process longer.

So once I felt like it was worthy, I posted it as a WSO for \$20, and the reviews and purchases started coming in. I skipped the whole JV page and all the typical launch stuff...and just opted to go for organic traffic and reviews on the WarriorForum.

I made that \$20 back in no time!

I could have more than quadrupled how many sales/buyers I gained by offering incentives for affiliates to promote it, 100% sales funnel, etc. (and I regret not doing this), but I was SOOO desperate to see results at this point I just launched it as soon as I finished. My structure was 100% on the F/E → 50% OTO.

Here were the results:

 [WSO] How I Create FREE	2 / 2	2024	90	4%	\$0.28	\$568.65	3.15	  
High Converting Squeeze Pages (>60%)...								

So as a result I added 90 buyers to my list and generated \$568.65 in funnel sales. My profit was about \$300 and the rest was paid out to affiliates who naturally found my offer on W+.

Wow! My first major breakthrough! I made a decent amount of money online AND I built a list of buyers (which is the main goal here).

I started sending promo emails, and I was actually making money from this super tiny list! This product creation and buyers list stuff was IT. This was something that worked!

I was feeling accomplished, like my hard work and perseverance was finally paying off. I had sent out a high converting offer about 3 days after building this list, and actually made about \$50 on a \$5 WSO (100% f/e commission, 50% oto's). I even had one buyer purchase all 3 OTO's and one or two had purchased the first OTO.

Now listen...I understand that's not very much money compared to what we see online everyday on Facebook, sales pages, etc. But I'm talking about the potential here!!

I'm not going to sit here and feed you a bunch of B.S. about how you can make this method work overnight and generate \$1200 profit, because it's probably not going to happen...not at that kind of speed anyway. But still, this happens pretty fast. And we haven't even covered my “renegade” method yet :]

Just remember you need to follow a system and stick with it. I'm going to give you some info later to really skyrocket how fast you can build a list like this, but first I want you to realize why this is worth pursuing, and why you should start ASAP after reading this report...

So....that was just a list of 90 buyers! Imagine if you had a “super list” like this of 2500+?? You could literally quit your job, and be making more money than you've ever dreamed of right from your laptop!



Method #1: Rinse & Repeat

Just keep creating my own products, right?

Yes, absolutely. This is obviously the #1 way to build a buyers list. Selling products. And I did just that. I did a \$1 WSO which works very well and a \$5 WSO. I created these very quickly (about 1-2 days spent on each report...still provided value of course).

As a result...

7 / 7	3299	155	5%	\$0.22	\$730.15
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So I continued to profit, which went right back into my advertising – it was just another \$20 to “bump” the offer right back up to the #1 spot in the WSO section of the WarriorForum. And I added 65 more buyers to my list on top of the original 90! Plus I made an extra \$161.50.

As long as I keep bumping these original products, and keep pumping out MORE products. I'm well on my way. And I'm building my buyers list for FREE. Actually it's better than that...

I'm building a buyers list and getting PAID for it!

My promo emails are still converting, and the larger my list grows...the more commissions I'm earning as a result!

A quick summary of this method:

- ➡ Create your own product covering a topic you are familiar with and feel confident teaching others (can be an ebook, audio, video, etc.). Ideas include product creation, squeeze pages, graphic design, copywriting, how to xyz, conducting an interview, etc.
- ➡ Study some sales copy and do it yourself or outsource it (Search for copywriting in the [WarriorForum](#))
- ➡ Create an account at [WarriorPlus](#) or [JVZoo](#). Use platforms like this to set up your OTO's, buy buttons...basically to combine your products and construct your offer. Affiliates are naturally built in.
- ➡ [Post as a WSO](#) on the [WarriorForum](#). Great option for first-time product creators in the IM niche. Lots of targeted traffic.
- ➡ Sign up with [GetResponse](#) (30 day free trial), create a campaign then integrate with WarriorPlus to have buyers automatically added to your email list after purchase.

Overall, I highly recommend creating your own product to build your buyers list...eventually getting to the point where you can do a very BIG launch with a JV page and network like crazy to recruit big affiliates. A well executed product launch can add 500+ buyers to your list in a very short period of time.

A crucial part of making this work is joining FB groups, building relationships with other marketers, etc. So...

******Create a separate FB account strictly for your online business. Then, >[click here](#)< to add me as a friend (this is my FB account strictly for IM). Add all of MY friends then join all of the groups I'm involved in. Begin to network and strike up some relationships.

Cons to this method:

- Time consuming. Especially if you've never done this before...it can take weeks.
 - Requires some expertise. If you're going to create a product, you really need to “hit the books”. Sometimes this requires spending money to gain the expertise you need, and a lot of trial and error.
-

Method #2: The Bonus Spot

Hijack some launches!

So this method is obviously very popular. I've seen quite a few buyers list products in the past and many of them talk about this method exclusively.

Why? Because it's that darn effective. Plus it's simple, and easy.

So conventional wisdom tells us this...

1. Create your own product (like we covered in Method #1).
2. Communicate with other marketers who are about to do a product launch, and ask them if they would be interested in adding YOUR product as a bonus (which will be added to their download page). You might send them some reviews of the product and a copy for them to make sure it's quality content, etc.
3. If they accept, you send them the image of your product and create a “bonus squeeze page” so that when buyers of that product click on your bonus, they are sent to an opt-in page. From here they enter their email and receive your free bonus. Presto! You're adding proven buyers to your list. If the product launch you scored the bonus spot on does very well, you could potentially gain hundreds of buyers.

Places to find upcoming launches include:

[Muncheye](#)
[JV Launch Calendar](#)
[Warrior JV](#)
[Facebook groups](#)

Below is an example of one of my squeeze pages for a bonus spot I'm on...for all my bonus pages, I use something similar to a template provided by [Lee Murray in his book "From The Top"](#)



Congratulations On Picking Up Khondoker's NEW "Internet Marketing JumpStart!"

To claim your "Squeeze Page Trainer" bonus...simply register your copy below. Be sure to use your best email address to ensure proper delivery.

I WILL NOT send you to any upsell offers. But you WILL be added to my email list. Not to worry, I HATE spam. Your information is safe with me, and you'll only receive emails from me when I am convinced they will genuinely help you!

Enter Your Details Below:

Your BEST Email:

YES, Mark! Send It!

Remember, this is NOT a free course. Others have to pay for it. You're receiving it as a FREE bonus because Khondoker is a friend of mine!

Thanks and enjoy!



Mark Loftis

The two methods we've just discussed are dependent on ONE thing: A PRODUCT.

We've discussed some pro's and cons of creating a product, and I think it's obvious that it's a time consuming process. Even if you have a killer idea or have some experience like I did and could create a product very quickly...

You still have to write the sales copy, become familiar with platforms such as JVZoo or W+, you need an external sales page or be familiar with bbcode to post it as a thread in the WSO section...then you have to keep creating more products, etc.

But what if you're just starting out and aren't ready to create a product? Maybe you don't have the confidence or the know-how at this point in your IM career, but you realize the income potential of a buyers list and are done wasting your time with freebie seekers. SO...

What if there was a way to build a buyers list without having to create a product?

Method #3: Be A Renegade!

Screw the conventional way of doing things.

Let's get right to it...this method is a “twist” on the first two methods we've already discussed.

I'm going to show you a very low cost and legitimate way to actually own your very own product.

And NO, I'm NOT talking about PLR ebooks/reports!

It's very high quality and something you can slap your name on and be proud of.

And yes, it will be YOUR product – and NO product creation is required.

You could use “Method 1” and sell it (and I encourage you to do that), but I'm actually going to recommend “Method 2” and use this product to start hijacking some product launches. It's much faster and you can get started building your buyers list right away.

Internet marketers will have no problem saying YES and adding this as a bonus to an upcoming launch...

Why you ask? Because it's in demand and has a high perceived value...

“So...What is it Mark?!”

I'm talking about Wordpress plugins!



Why plugins?

- It sells itself
- Don't need a reputation. The plugin you're offering either does what you say it does, or it doesn't. Plain and simple. No track record needed, no income proof required. 100% newbie friendly.
- High perceived value (plugins sell anywhere from \$17 to \$97 or more)
- When offered as a bonus, it's going to convert. You'll get a lot more buyers on your list with a plugin than with a report or ebook that is usually specific to a single niche. Everybody loves plugins, they're like candy!
- So yeah, this can work in any IM niche! Whether you're trying to build a list for SEO, list building, web design, copywriting, etc. Internet marketers have websites and the super majority of them use Wordpress. Plugins make using Wordpress easier and more advanced.

You have some options here...so I'm going to cover them very quickly.

To wrap it up I'm going to cover what I personally recommend, because it's fast and it's only going to cost you \$7 (for a very high quality plugin):

Open Source Plugins

If you look in the plugin directory: <http://wordpress.org/extend/plugins/>

All of the free plugins have a [General Public License](#) or GPL. That means the code is “open source” and can be used in “derivative works”. Basically this means you can use it for your own plugin. You could just outsource it (freelancer.com) to have the code modified, then give it away as a bonus for a launch or sell it.

Problem with this is pricing. I'm not sure how much a project like that would cost, but I'm guessing it would be pricey...and overall would end up taking a couple of weeks.

License a Plugin

<http://codecanyon.net>

If you go to CodeCanyon and click on WordPress, there are thousands of plugins you can buy the rights to. An “extended license” is going to cost you anywhere from \$70 to \$100 or more. An extended license will allow you to use the code for your OWN plugin.

Con to licensing a plugin is obviously price.

Create a plugin from scratch??

FORGET ABOUT IT!

Not to mention these will all require you to outsource which includes choosing the right programmer, and that's a task. And don't forget it can take a week or more to develop.

Even after all this...the plugin could potentially have bugs or other issues...sounds like a headache.

Do this instead: Membership sites!

There are several PLR Wordpress plugin membership sites that will develop a unique and fully functional Wordpress plugin once a month for you to download, slap your name on it – and basically do with it whatever you'd like!

Sounds expensive doesn't it? Not quite.

The best one I've found so far (mainly because of price and the name behind it):
<http://www.insta-product.com> (no aff link)

This membership site is run by Suzanna Theresia (Developer of InstaBuilder, InstaMember, Easy Video Suite, InstaTheme, etc.)

So there's no doubt the plugins are going to be very high quality and 100% original.

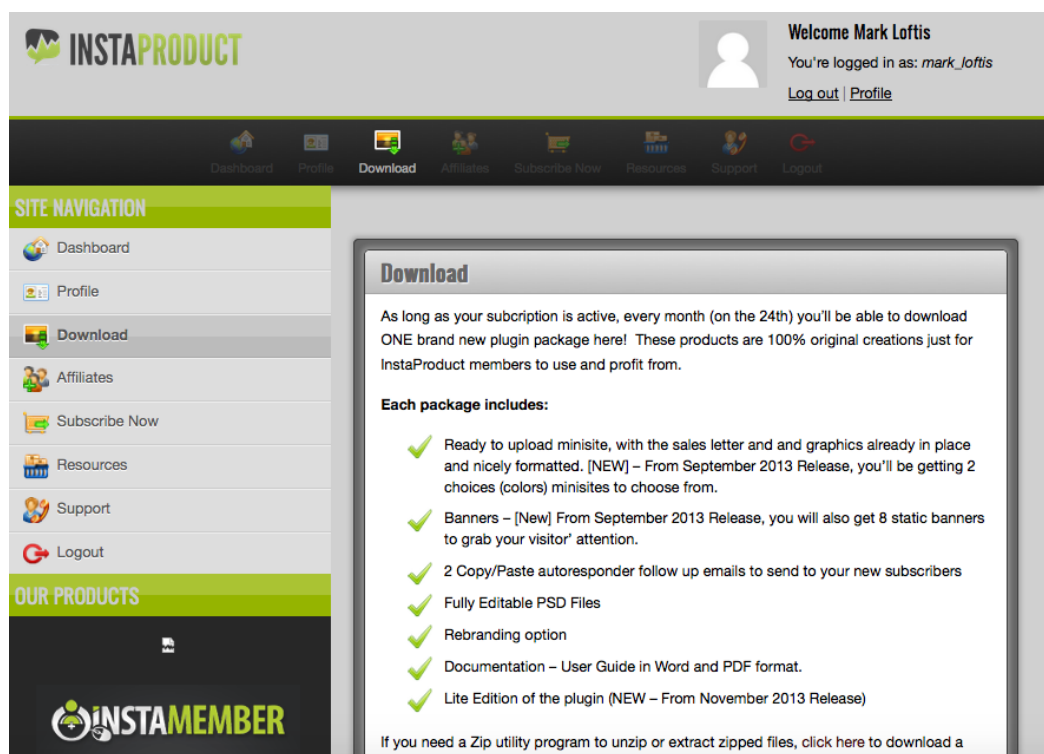
*****Disclaimer:*** *I am in no way affiliated with Suzanna or any of her products. If you sign up for this membership site, I receive zero compensation. I am simply sharing with you what I have found to be a great deal at a great price combined with an excellent brand that you can trust.*

The first month is only \$7, and you'll have immediate access to your very own plugin. Full rights and unique source code, the whole package.

If you choose to remain a member, you'll receive a 100% original plugin developed by Suzanna and her team on the 24th of e/ month for only \$27 recurring.

But don't forget, the first month is just \$7. Maybe you just want the plugin that comes with signing up? I wouldn't blame you if you did. That would only cost you \$7. I mean it's totally up to you.

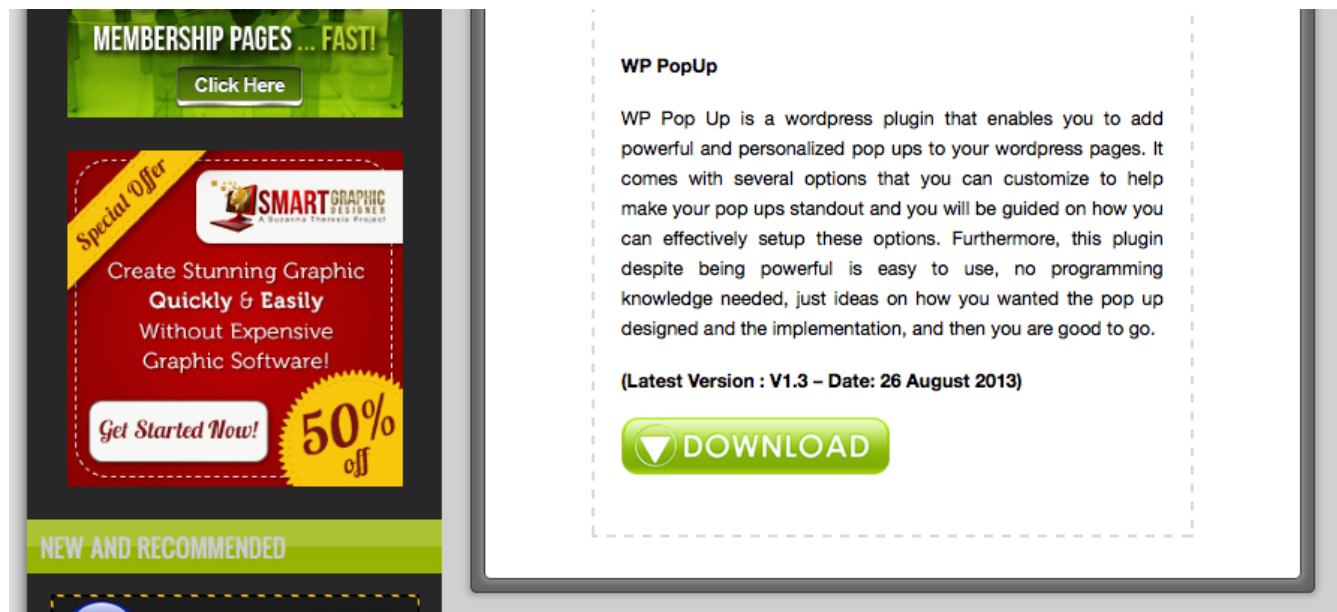
Here's what it looks like inside:



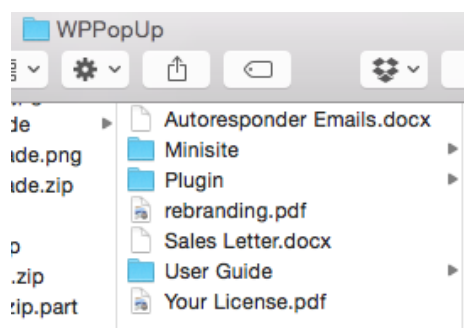
So when you scroll down you'll see where you can download your plugin .zip file (next page).

If you're a Windows user, you'll need to go to <http://www.7-zip.org/> and download 7-zip in order to unzip these files so you can access all the goodies...

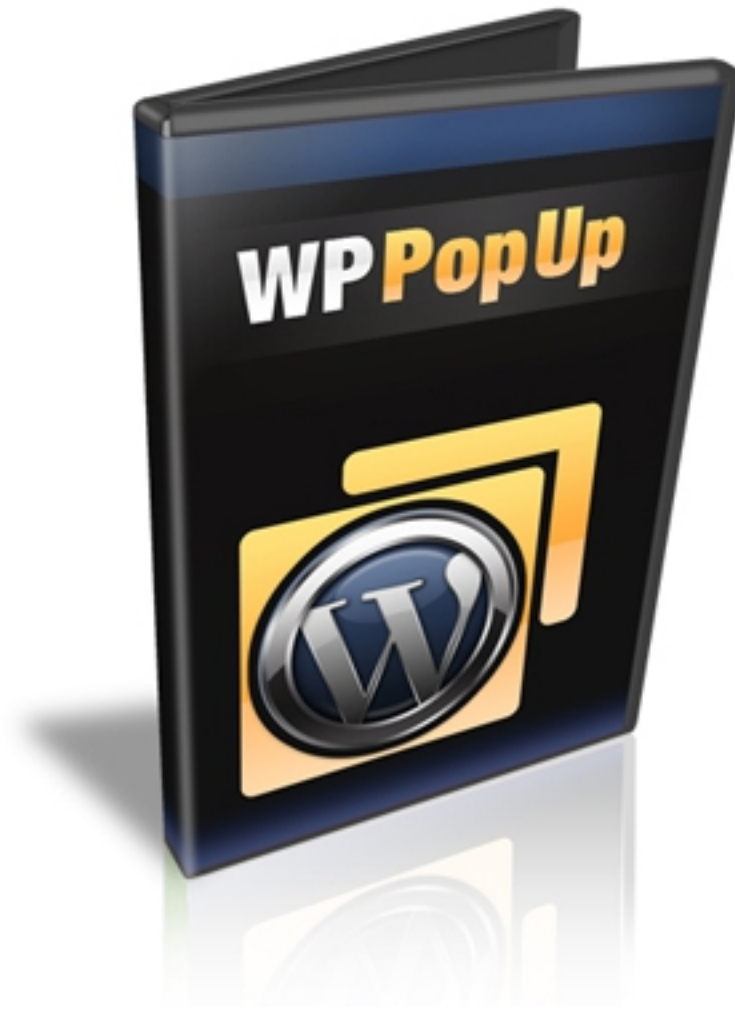
Download area including description:



And here's what you get:



So the plugin I've downloaded is called “WPPopUp”.



Ugly cover right?

First thing I would do with this is head over to Fiverr.com and look for [lahmohd](#) and have a brand new cover made for this plugin – it will just cost you \$5, and a new cover will drastically increase perceived value. I would also change the name (pg 23).

Something else that's very important is we want to take a look at our license...

You Get “Unrestricted Private Label Rights”

What You Can Do:	What You Can't Do:
<ul style="list-style-type: none">• Yes - You can add your name to the salespage and brand as your own!• Yes - You can set your own pricing on either of these packages. \$17.00+• Yes - You can offer them as bonus products to a paid offer.Yes - Can be added to a paid membership site with personal rights.Yes - Can pass Private Label Rights.Yes - Can Pass Master Resale Rights.Yes - Can Pass Resale Rights.	<ul style="list-style-type: none">• No - Can't be given away for free. Has to be sold.• No - Can be sold as a WSO.• No - Can offer as a bonus to a WSO, or resell on the Warrior Forum as a Classified.No - You can't include in any dime sale events.No - Cannot use the name Suzanna Theresia without permission.

I've highlighted some important parts of this license:

[Yes] – You can add your name to the salespage and brand as your own!

[Yes] – You can set your own pricing on either of these packages. \$17.00+

[Yes] – You can offer them as a bonus to a paid offer.

[No] – Can be sold as a WSO

[No] – Can offer as a bonus to a WSO, or resell on the Warrior Forum as a classified.

So we can't sell this particular plugin on the WarriorForum.

I do know there is a new rule about selling PLR...so to be on the safe side, if you opt to sell any of these plugins, I would recommend an external sales page every time.

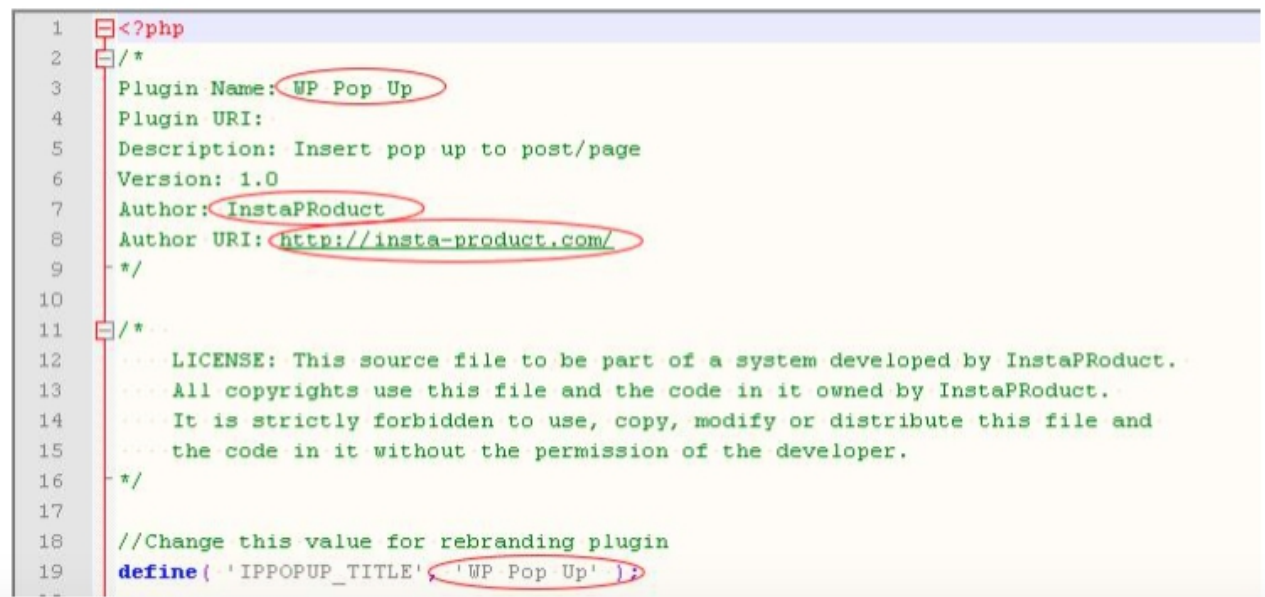
You CAN offer it as a bonus like we discussed in “Method 2”, but you can't offer it as a bonus to a WSO.

This won't be a problem. Just about every single launch you find on MunchEye is an externally hosted sales page!!

Want to re-brand the plugin and change the name? No problem.

To rebrand / change the plugin name, you can do it with the following steps:

1. Change the folder of the plugin with the name you want. Names can only consist of letters, numbers, characters dash (-), the underscore (_) and or a period (.).
2. Rename the file wp-pop-up.php with a name corresponding to the name of the folder (step 1)
3. Change the information in the file wp-pop-up.php, as follows:



```
1 <?php
2 /*
3 Plugin Name: WP Pop Up
4 Plugin URI:
5 Description: Insert pop up to post/page
6 Version: 1.0
7 Author: InstaProduct
8 Author URI: http://insta-product.com/
9 */
10
11 /*
12 LICENSE: This source file to be part of a system developed by InstaProduct.
13 All copyrights use this file and the code in it owned by InstaProduct.
14 It is strictly forbidden to use, copy, modify or distribute this file and
15 the code in it without the permission of the developer.
16 */
17
18 //Change this value for rebranding plugin
19 define( 'IPPOPOPUP_TITLE', 'WP Pop Up' );
```

These instructions come with your plugin!

So like I said, on the 24th of each month you'll receive a brand new plugin. Use it as a bonus, sell it, build that buyers list...

About a week later after signing up for the \$7 trial, it happened to be the 24th. So I login to the members area and...

Here is the second plugin I received (no additional cost)...

February 2015 Download

WP Testimony Pro

WP Testimony Pro is a WordPress designed to add and display testimonials from users of the different products and/or services that you offer. Unlike many other testimonial plugins out there, WP Testimony Pro has been developed to be more flexible as you can fully customize the design and layout of not just the testimonial but the forms as well. Additionally, you can add as many styles and forms as you need and like.



Here's my license:

What You Can Do:

- [YES] Title and contents can be edited
- [YES] Can put your name or pen name as the author
- [YES] Source code can be edited
- [YES] Can edit the sales letter and graphics
- [YES] Can resell and keep 100% of the sales
- [YES] Can be bundled with other plugins or paid products
- [YES] Can be used as a bonus to other paid products
- [YES] Can be sold in a Dime sale event
- [YES] Can be added into a paid membership site
- [YES] Can give away 'Lite version' for lead generation campaigns
- [YES] Can sell with Resell / Master Resell Rights

What You Can't Do:

- [NO] Can resell or giveaway the Private Label Rights
- [NO] Can give "Full version" away for free

The only thing I can't do is resell/giveaway the PLR, or give the "full version" away for free. Seems to be even better rights than the first!

This product CAN be sold in a dimesale, and I don't see anything in the license that says you can't offer it as a bonus to a WSO. Overall this is a really sweet deal, and the plugin works great!

How cool is that? Two brand new Wordpress plugins with "Unrestricted Private Label Rights", and 100% unique source code.

Change the name of it, slap your name on it...and these plugins are all yours.

Just like that, you have 2 high quality products branded as your own and developed by one of the most successful and trusted brands in the industry...and it only cost \$7.

Conclusion:

Let's wrap this up so you can get started!

- Always upload these plugins onto your own Wordpress and become very familiar with them. Shoot some 'how-to' videos of you using the plugin, and send these to your buyers along with the download link in your first follow up email.
- If you're not familiar with uploading .zip files, creating bonus pages, using an autoresponder...just send an email to info@imwithloft.com and I'll help you out.
- Once you start building that buyers list, don't be shy! Start sending some promo emails of other products you've tried / products that have been getting some great reviews! But I would recommend only doing this after providing some valuable content for about 1 week before doing so. Just make sure your offers/content is quality stuff, and something your list will be interested in.

So to summarize, in the beginning of this report I covered two of the most powerful methods the TOP internet marketers are doing to build their buyers list:

1. Creating and selling products
2. Using those products as bonus spots for upcoming launches

As a third method, I showed you how to skip the product creation process and gain access to unique Wordpress plugins with unrestricted rights that you can re-brand and use as your very own product.

It's obvious that the number one reason people postpone building a buyers list is the fact that they don't own their own product. Having access to these plugins solves that problem.

Moreover, you don't need any income proof or even a proven track record if you're a newbie. The plugin you're offering as a bonus or selling as your own just has to do what you say it does!

Good luck with building that buyers list! If you have any questions whatsoever, feel free to contact me (details below).

To your success,



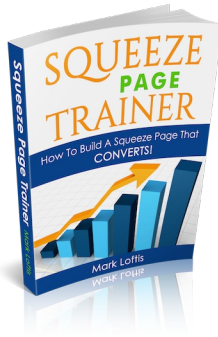
Dr. Mark Loftis

Email: info@imwithloft.com

Skype: markloftis10

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More From Mark!



[Squeeze Page Trainer](#)

Let me show you how to create a high converting squeeze page from scratch using FREE tools.

I'll even show you how to convert the traffic you drive to that page into a proven buyer.

> [click here to get SPT!](#) <

See next page for additional training/resources...

Resources

A few services I recommend plus additional training...

[From The Top](#)

by Lee Murray

[Buyers List Arbitrage](#)

by Phil Steptoe

[Goofball's Guide ReLoaded: Email Marketing for the Bada\\$\\$](#)

by Mark Tandan

[GetResponse](#)

Recently switched from Aweber to GR and highly recommend them!

[Namecheap Hosting](#)

A non-ELG host, very dependable. Recently switched to Namecheap from Hostgator.

[FunnelKit](#)

For creating bonus pages, download pages, basically your entire sales funnel.