

List Building Cash Surge

The Ultimate Guide To List Building Profits

Philip Schaffer | www.hugeprestige.com



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Introduction

Welcome to List Building Cash Surge, your ultimate guide to solo ads list building. If you're reading this guide you may have already realized how much potential there is in building an email list and sales funnel. 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

So let's get to it! To start, let's go over what Solo Ads are and why they're important. To explain it in the simplest way possible, Solo Ads are a popular method for internet marketers to drive large amounts of targeted traffic to their content. Someone that sells solo ads are "renting" their potential customers out to someone that wants to show a page or product to a large group of potential customers. Someone that buys solo ads is sending prospects (potential customers) to their product or page.

Say person A has a new product that he wants to sell. Person A knows that person B is able to reach a large number of people that are interested in the niche that Person A wants. Person B offers to send a certain amount of those people to person A's content for a certain amount of money.

I'm sure many of you are already seeing the potential of selling solo ads as a business. There are always people willing to spend money to drive traffic to their content in the hopes of getting sales from those potential customers. What this means for you is that if you build up a list of potential customers, you will almost always have to people to sell your solo ads to.

In addition to the enormous money making potential that selling solo ads gets you, by building up a large list you unlock tons of other ways of generating revenue (which we'll cover in this guide).

Now obviously the above is a simplification to introduce you to the concept of solo ads, but for now I just want to get you familiar with the general idea before we build onto it. Once you have a sufficient baseline ready to go, you can start adding and appending to your business model as necessary.

Alright, so now that you know what solo ads you need to know what list building is. So what exactly is an email list and list building and how does it tie into solo ads? Well, to start you need to know what an email list is.

An email list, like the name implies, is a list of email addresses. But it's much, much more than that and extremely important to you if you're gonna be in this line of business. This list isn't just a bunch of random email addresses, it's a direct way to contact potential customers that are interested in products of a particular niche! This list is one of the most powerful tools you'll have under your belt.

So list building, in the context of email lists, is simply the process of growing your list of email addresses. This list of email addresses is your way of directly contacting potential customers. Pretty simple right!

OK, now you know what solo ads and list building are, let's tie the two together. In order to sell solo ads, you need an email list. In order to build your email list, you need ways to focus on list building. As you can see it's a pretty simple concept :)


Most of you are probably seeing where I'm going with this. If you stay committed to building a large list of email addresses, you can have yourself one of the most effective methods of making money online.

So without further ado, let's take a deeper dive into some of the individual components you'll need to get your solo business up and running.

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.



[My Account](#) | [My Apps](#) | [Help](#) | [Logout](#)

Home

My Lists

Messages

Subscribers

Web Forms

Reports

Current List: lwb (Create and Manage Lists)

Subscriber Search

Email

is

GO

Live Webinars

How to Get Started
Tues, November 1st (7 - 8 PM ET)
[Register Now](#)

[Convert to Your Time](#)

List Stats

A quick overview of how your lists are doing.

Listname	Today	Yesterday	Subscribed	Unsubscribed	Grand Total	List Completion
lwb	0	1	86	8	94	<div>Complete</div>
modelingforkids	0	0	22	3	25	<div>Complete</div>
Totals	0	1	108	11	119	Create A New List

Recent Broadcasts

Your recently sent messages.

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 %	32 (59.1%)	2 (7.6%)
lwb	10/09/11 5:13am	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, I...	63	0	0.00 %	39 (61.9%)	30 (47.6%)
lwb	09/25/11 5:16am	The Scoop On My New Project!	55	0	0.00 %	43 (78.2%)	26 (47.3%)
lwb	09/18/11 5:09am	Big Backlinking No No & A Ne...	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 a 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 headline 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.

Click Rotator

A click rotator is a piece of software that is absolutely crucial in the solo ads business. A click rotator allows you to manage the amount of traffic that you deliver as well as keep track of how much traffic you are receiving to your pages.

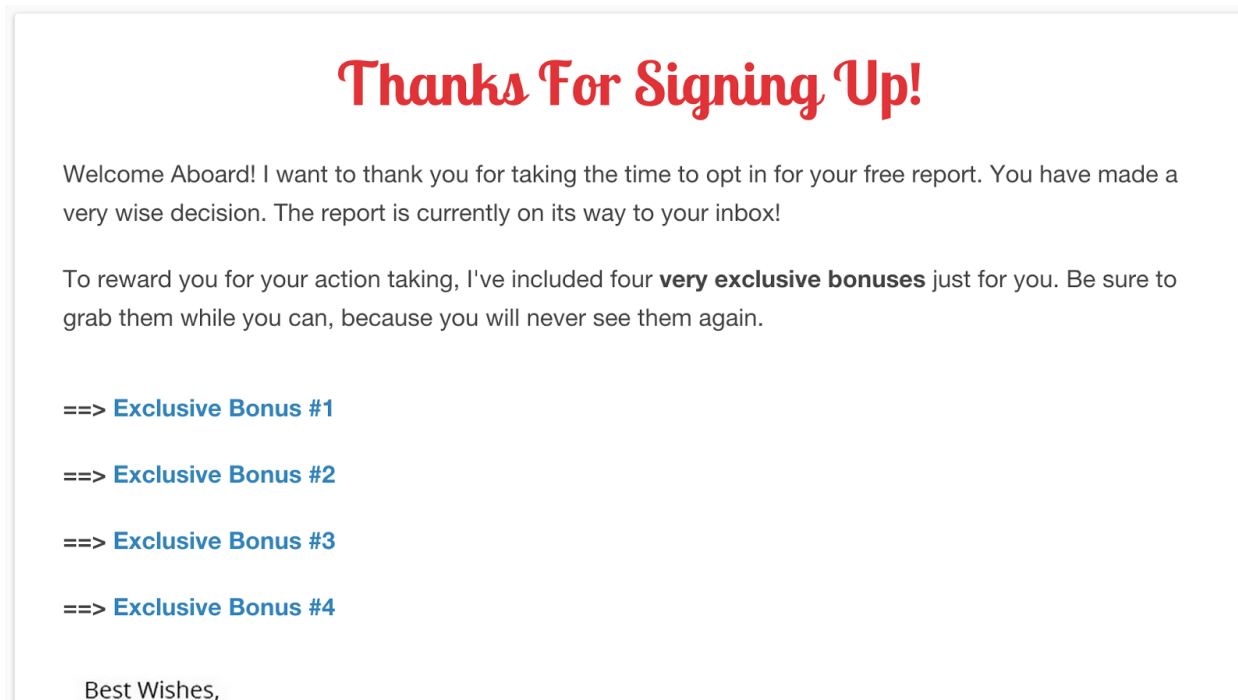
Here's a basic example. Say person A pays you to send 50 clicks to their page and person B pays you to send 100 clicks to their page. A click rotator allows you to send an email to your list which contains a link that will send traffic to person A and person B without "wasting" any clicks. What I mean by wasting clicks is that you don't want to send an email with a link directly to person A or B's content. When you do that you could essentially be giving away free traffic because you have no way of regulating how many clicks are going to person A or person B's content.

A click rotator will alleviate the wasted clicks issue by "rotating" the link that your list clicks on. So when you're done sending 50 clicks to person A, the rotator knows this and "rotates" to the next link. So when people in your list click on the link in the email you sent them, they will automatically start being taken to person B's content. And this all happens behind the scenes. It's invisible to the people on your list and saves YOU a ton of time and traffic.

Now there's a whole bunch of other great reasons to use a click rotator but for the purposes of your solo ads business, the above is probably the most important to you. There are a bunch of click rotators out there just like auto responders. I personally use one called ClickMagick and I've never had any complaints. MyClickBoss is another popular one that might be cheaper but is potentially harder to set up. For the purposes of this guide, I'm going to show examples of using ClickMagick but the concepts should remain the same regardless of which click rotator you choose.

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 rotator. And your rotator will direct people that click on those links to pages of your choosing. In some cases, if you're clickbanking (more on that later), those links will take your opt in leads to other peoples squeeze pages. In other cases, you may direct them to some PPL/CPA/affiliate offers (more on these later) in order to make some money from your new opt ins. For now though, just know that after someone opts in to your list, you should take them to a thank you page and it should look similar to the picture above.

Set Up Your Business Foundation

Alright, ready to fast track your business setup so you can start profiting as soon as possible? Then follow these next 5 easy steps. Remember, the goal here is to build your list of high quality subscribers as quickly as possible. Once you have your list of subscribers you'll be leading them through your sales funnel, offering them various products and offers in an attempt to turn them into customers.

Step 1: Get your click rotator set up

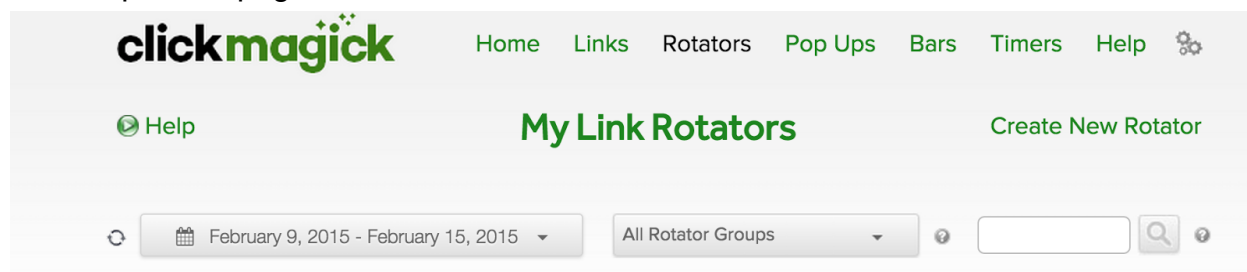
The first step in this process is to get your click rotator set up. Your click rotator will allow you to keep track of all your incoming and outgoing clicks. There are a bunch of click rotators out there, here's a list of some popular ones:

[ClickMagick](#)

[MyClickBoss](#)

I personally have been using ClickMagick since I first started getting into solos and I've never had any issues. Like autoresponders, this software is pretty crucial in setting up your solo business so I would recommend that whichever you choose, make sure it's well reviewed. For the purposes of this guide, the following examples are going to be shown using ClickMagick but the concepts should be pretty similar regardless of which service you go with.

So once you get your rotator set up, you're going to start by creating a new rotator. In ClickMagick, you can do this by taking the following steps. Click on the "Rotators" button at the top of the page and then click on the "Create New Rotator" button.



On the dialog that pops up you want to enter in the fields as shown in the picture below. Name the rotator whatever you would like in the "Rotator Name" field. In the "Rotator Link" field, you can make it whatever you want as well. Select Spillover as the "Rotator Mode". The backup URL is an interesting field that you can use to your advantage to help make you more money eventually. But we'll cover that later, for now just set that to whatever page you want, for example the home page of your website. Finally click Create Rotator.

Rotator Group

All Rotators

Rotator Name

Rotator1

(optional "friendly" name)

Rotator Link

http://www.clkmr.com/

examplerotator

Rotator Mode

☐ Fulfillment
☒ Spillover
☐ Random/Even

On Finish

Send repeat user to
☐ Backup URL
☒ Last URL
☐ Top of rotator

Cloak Rotator

☐ Yes
☒ No, just track and redirect

Backup URL

http://yourbackupwebsite.com

(This will be used if there are no active URLs or visitors' country is excluded)

Cancel

Create Rotator

Advanced Settings

In the list of rotators you should now see your newly created rotator. Click on the rotator name to expand the details. Take note of the rotator link and copy it for later. We'll come back to click magick later.

Rotator1	Spillover	No	No	No	0	0	0	0	0	
----------	-----------	----	----	----	---	---	---	---	---	--

Rotator Link

http://www.clkmr.com/

examplerotator

preview

Rotator Group

All

Rotator Name

Rotator1

(optional "friendly" name)

Rotator Link

http://www.clkmr.com/

examplerotator

Rotator Mode

☐ Fulfillment
☒ Spillover
☐ Random/Even

On Finish

Send repeat user to
☐ Backup URL
☒ Last URL
☐ Top of rotator

Cloak Rotator

☐ Yes
☒ No, just track and redirect

Backup URL

http://hugeprestige.com

(This will be used if there are no active URLs or visitors' country is excluded)

Save Changes

Advanced Settings

Cancel

Rotator created: 2/15/2015 9:29 PM

Last Reset: N/A

Step 2: Get your autoresponder set up

The first 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](#)

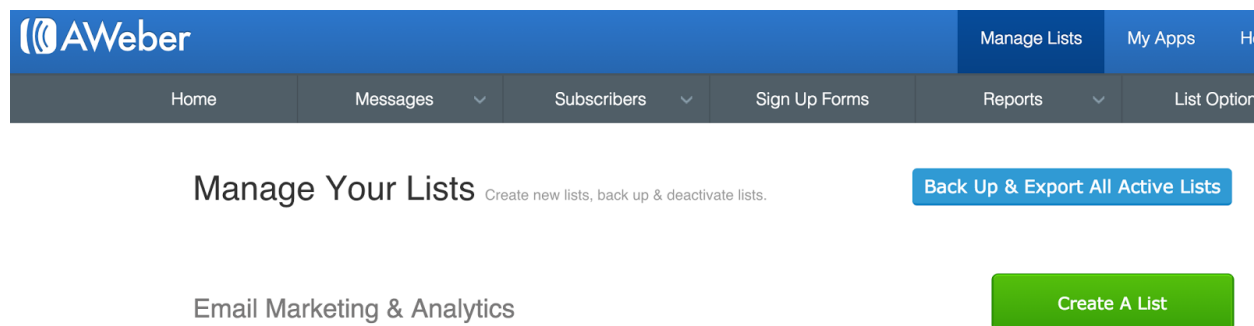
[iContact](#)

[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.

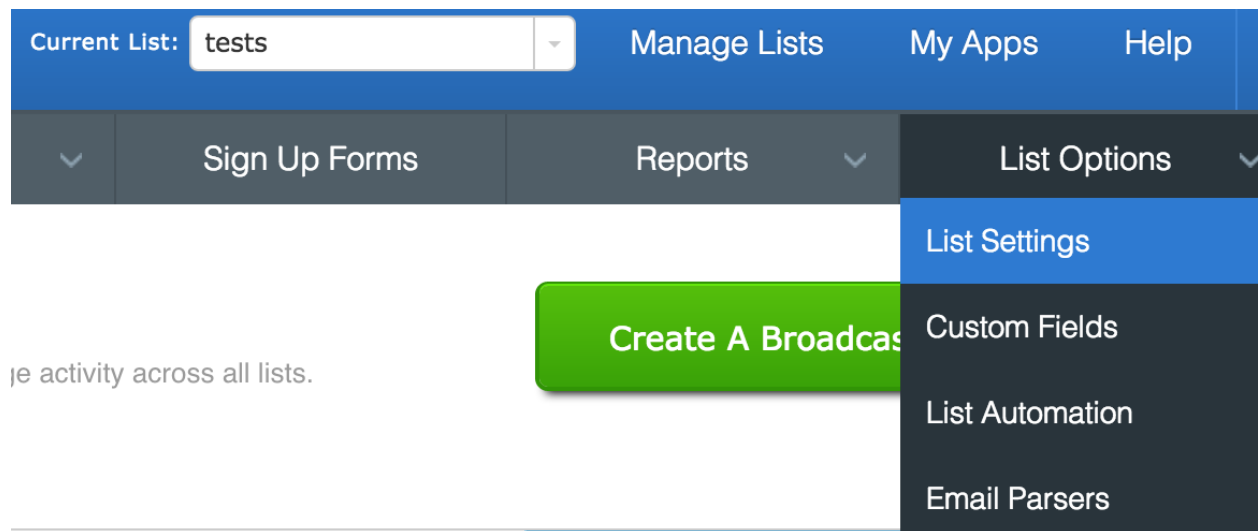
First, in Aweber, we're going to create a new list. Start by logging into Aweber and clicking "Manage Lists" in the top right corner. Then click on the "Create A List" button.



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 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.

PREVIEW

HEADER FOOTER PRIVACY COUNTER POWERED IMAGE DIVIDER TEXT

Templates Hide Templates

Popular

New

My Templates

Corporate

Show More

Big Sale Grace Tick Tock Skyline Tea Time

Form Type Type: In-Line Width: 418 px

Email:

Sign Up

RESIZE

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

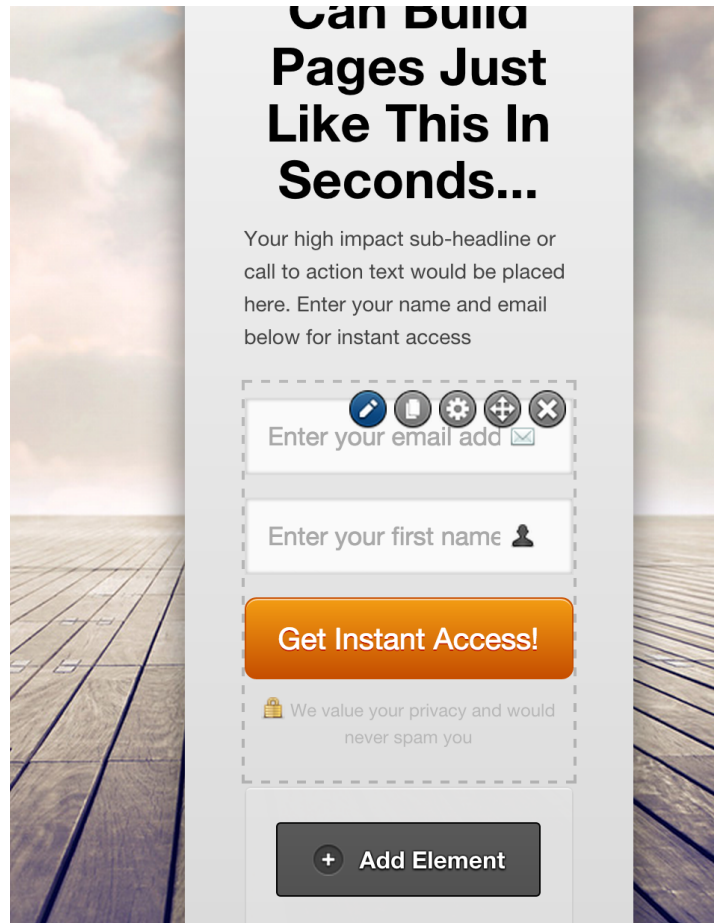
For this step you'll need to have a website. If you don't have one already I highly suggest you get one as soon as possible. There's plenty of domain name registrars and web hosting out there (and plenty of tutorials on how to get your basic website setup on google). Personally I used [HostGator](#) 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 optin 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. At the top, there are three tabs: 'Form HTML' (selected), 'Content', and 'Submit Button'. Below the tabs is an 'Integration Type' dropdown menu with 'Custom form' selected. Under the 'Form HTML' tab, there is a large text area for editing the form's HTML code. To the right of this text area is a checkbox labeled 'Open In New Window'. Below the text area, there is a checkbox labeled 'Disable Name' which is checked. The interface is clean and modern, with a light gray background and orange accents.

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.

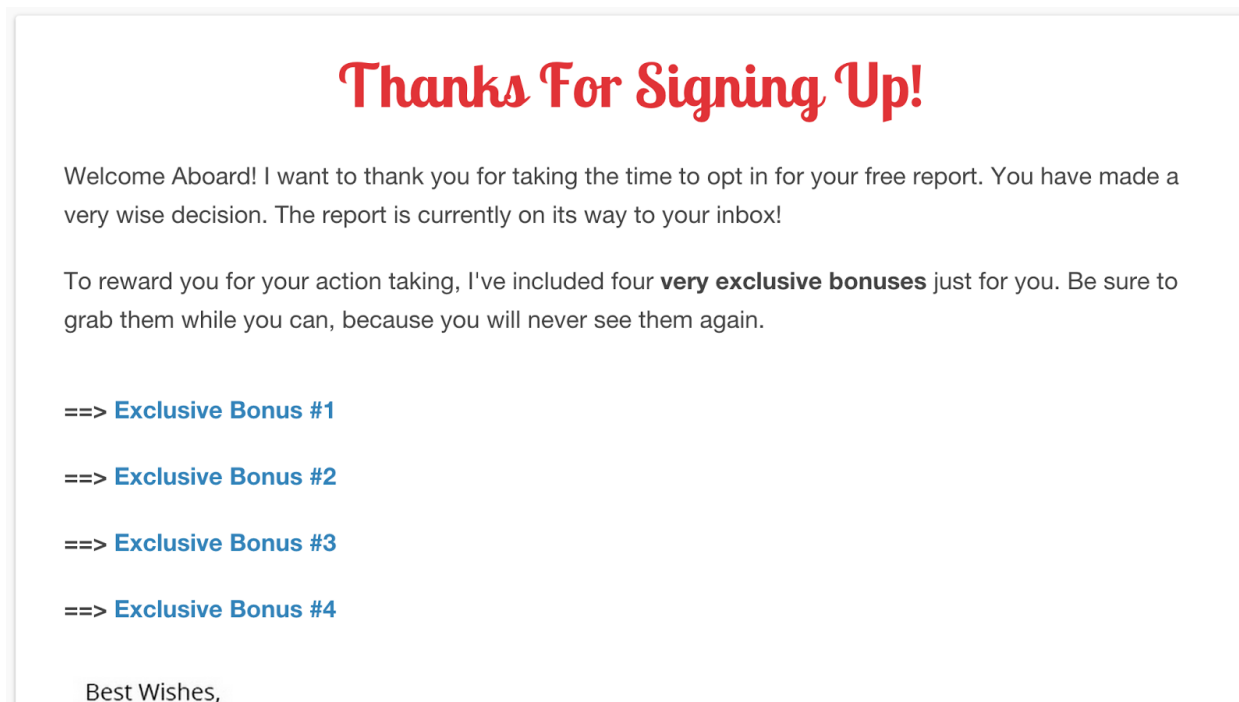
Remember when dealing with squeeze pages less is more so keep it as simple as possible. Have a good enticing headline that hooks your leads, an email form, and a pretty background picture. That’s all you need, really. See the screenshot below for an

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 rotator link earlier? We're about to use it here. See those bonus links in the picture above? Those links should all point to the rotator that you created earlier.

What this does for us is make it extremely simple to modify the links on the thank you page without ever having to edit our thank you page again. So now if you wanted to direct your newly opted in subscribers to clickbanking partners (more on this later) or random affiliate offers, or any other content of your choosing, you simply add that link to your rotator (which I'll show you how to do in a minute).

Not only does this make it easier for you to change where your subscribers go when they click on these links, it also allows us to track how much traffic we are sending to particular content! Awesome isn't it? :)

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!

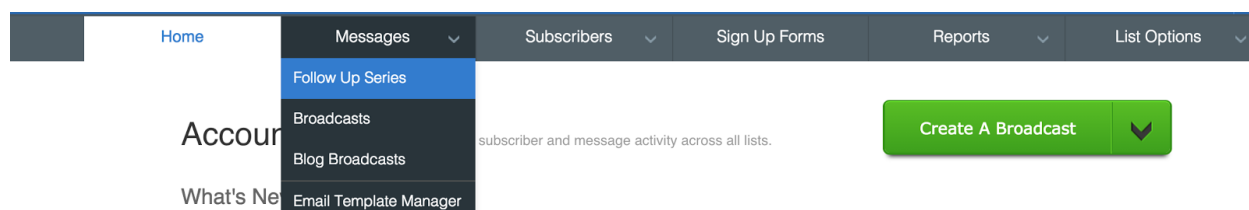
Step 5: Get a free product to entice subscribers

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.

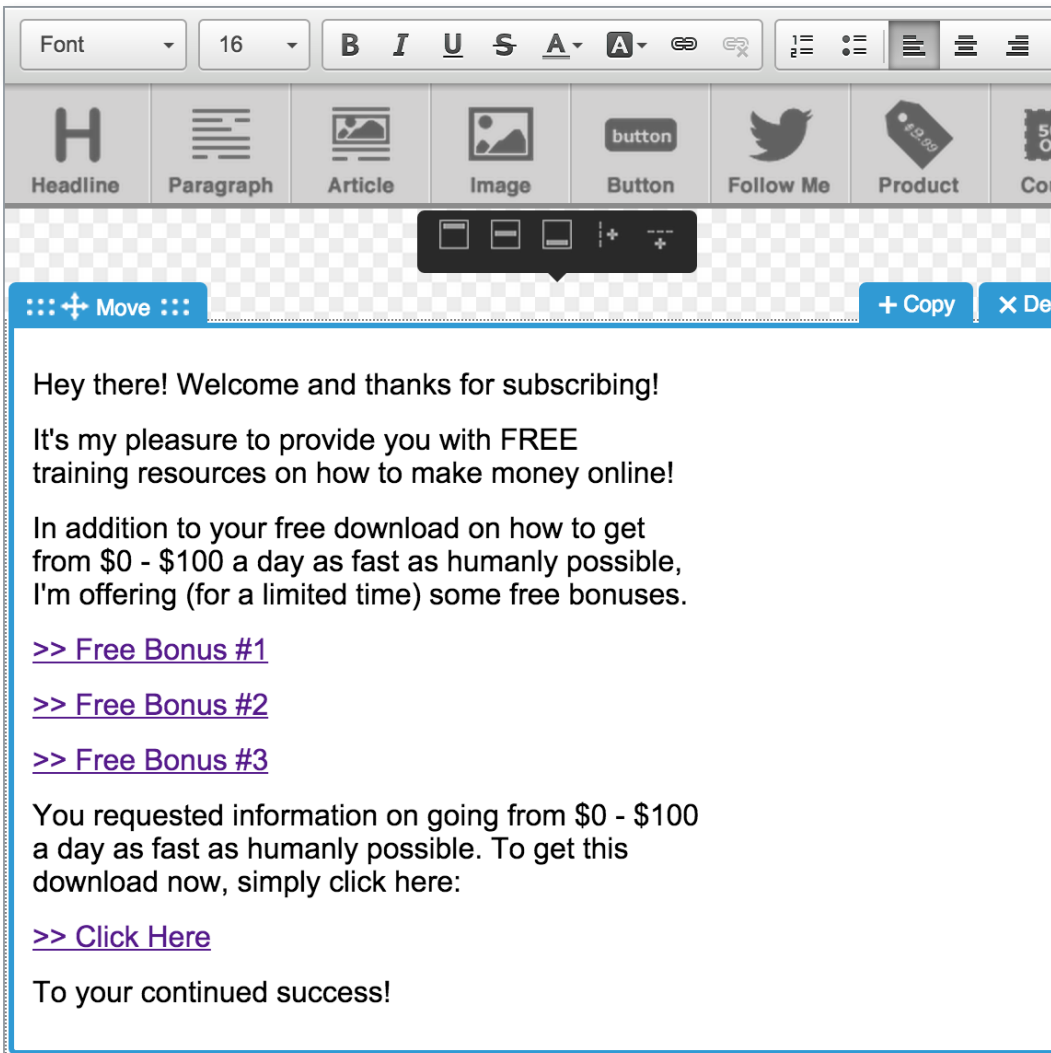
Create a follow up email:

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 rotator just like 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... <small>Edit Send a test Delete Copy</small>	 Send immediately	0 <small>spam score</small>	28.5% <small>opened</small>
----	--	--	--------------------------------	--------------------------------

Ok congrats! You now have the basic funnel all setup! Now let's talk about the links we're gonna be adding to your rotator. As you have probably guessed, there are TONS of different links that you can add to your rotator that can be beneficial to your solo business. Let's cover some of the popular setups. First up is clickbanking.

Clickbanking:

Clickbanking is a fairly simple concept. It is essentially trading opts in with other people in order to grow your list even faster. It's a very, very powerful concept that will eventually allow you to grow your list for free!

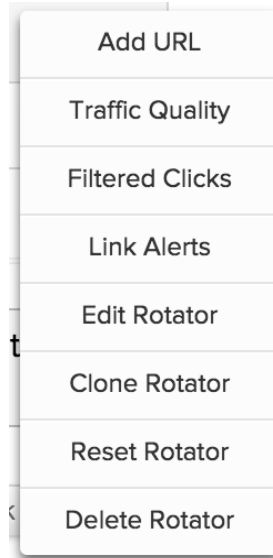
Here's a basic example that many people follow. Person A wants to build up their solo list from nothing. Person A buys a solo ad and sends traffic to their squeeze page to start getting subscribers. In order to get even MORE subscribers from this solo ad, person A decides to clickbank with person B. What this means is person A takes person B's squeeze page link and adds it to his rotator. So when people subscribe to person A's list and click on some of those bonus links, they're taken to person B's squeeze page.

Now in return, after person A is done sending some predefined amount of clicks they both agreed on to person B's page, person B will do the same exact thing and send clicks back to person A's squeeze page. You are effectively maximizing the amount of subscribers you get when people opt in to your list.

You should pretty much always be trying to grow your list. So that means you should always be doing clickbanking with people. So where do you find clickbank partners? In my opinion, the absolute best place to do this is facebook. There are several large facebook groups that are dedicated to finding and rating clickbank partners. Just do a facebook search for click banking and join as many groups as you can that are related to click banking.

Once you're in those groups, you should look for clickbanking partners by posting a message in the group. It should read something like "Hey, looking for click banking partners, I can send first. PM me to get started. Thanks". Alternatively, you can message people that have posted looking for click banking partners and offer to send first. As you're just getting started and don't have any testimonials, you want to offer to send first so that they'll agree to clickbank with you. Just make sure they have testimonials as well!

Once they agree to clickbank with you, they will give you a URL to their squeeze page. You're going to take these URLs and add them to your rotator. In ClickMagick you do this by going to the rotators section. In the list of rotators, go to the right hand side and select the arrow as shown in the picture below and select the add URL button.



One the following dialog that pops up, fill out the information as shown in the picture below:

Rotator1	Spillover	No	No	No	0	0	0	0	0	▼
----------	-----------	----	----	----	---	---	---	---	---	---

Name **Status** Active ▼

URL

Position **Max Clicks** **Max Daily Clicks** **Bonus** %

Min T1 % **Max T1** % **Min Mobile** % **Max Mobile** %

Start Date **End Date**

Notes

☐ Notify me when Max Clicks (plus optional bonus) is reached

[Close](#)

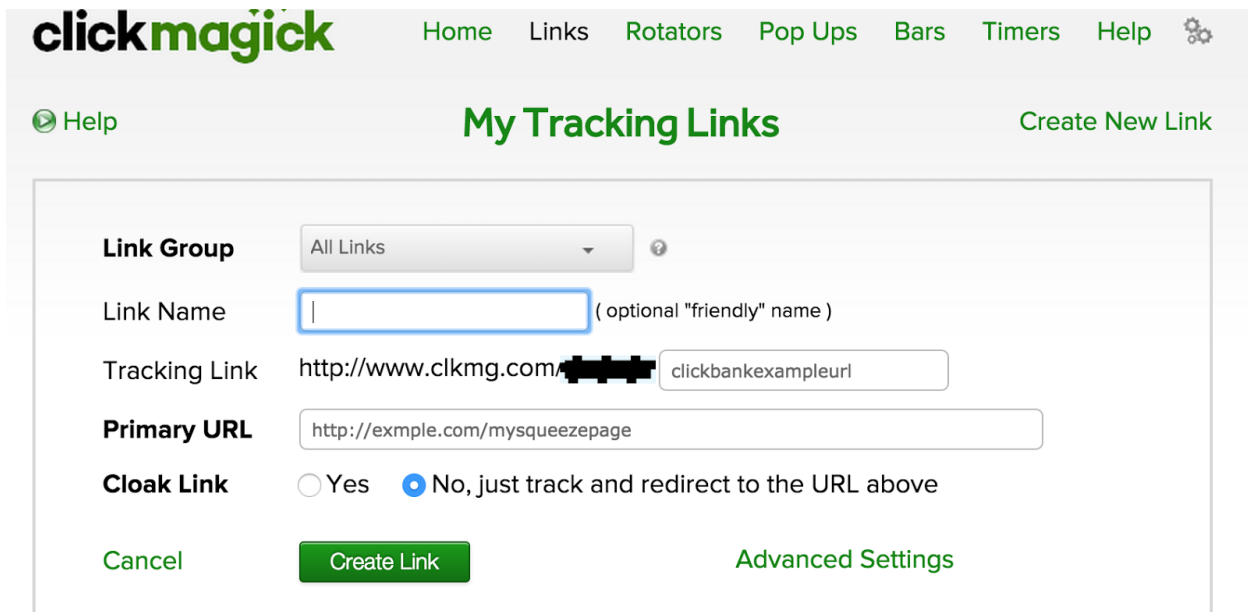
In the name section, make it whatever you want. I typically use the persons name and the date. In the URL field, put the link your clickbank partner gave you. For the max clicks field, put the clicks you and your clickbanking partner agreed to. In the Min T1 field, put the percent of tier 1 traffic you and your partner agreed to.

T1 stands for tier 1. This simply means that 70% of the people driven to that persons squeeze page must be from tier 1 traffic. Tier 1 describes English speaking countries

that typically have been shown to have traffic that spends more money than other countries. For example, the US, UK, Canada, etc.

Once you've added all the fields click the Add URL button and you're all set! Ok, so now you're all set to send traffic to your partners squeeze page. But when you're done sending the clicks to their page, you need to give your partner a link so that they can send traffic to. You might be tempted to give the direct link to your squeeze page but don't!

Again, this is where ClickMagick comes in clutch. You will create a tracking link that allows you to track the amount of clicks that come from a particular person. This allows you to ensure that your partner sends the correct amount of traffic. In ClickMagick, click on the Links button at the top of the page. On the next page click the Create New Link button.

The screenshot shows the ClickMagick web interface. At the top is the 'clickmagick' logo in green and black. To its right is a navigation menu with links: Home, Links, Rotators, Pop Ups, Bars, Timers, and Help, followed by a gear icon. Below the navigation bar, the page title 'My Tracking Links' is centered in green, with a 'Create New Link' button to its right. On the left side, there is a 'Help' icon and text. The main content area is a form for creating a new tracking link. It includes a 'Link Group' dropdown menu set to 'All Links'. The 'Link Name' field is empty, with a placeholder '(optional "friendly" name)'. The 'Tracking Link' field contains 'http://www.clkmg.com' followed by a redacted area and a 'clickbankexampleurl' button. The 'Primary URL' field contains 'http://exmple.com/mysqueezepage'. The 'Cloak Link' section has two radio buttons: 'Yes' (unselected) and 'No, just track and redirect to the URL above' (selected). At the bottom of the form are three buttons: 'Cancel', 'Create Link', and 'Advanced Settings'.

For the Tracking Link field, put whatever you want, again I usually put my partners name and date. Finally click the Create Link button.

In the Primary URL field put the link to your squeeze page. For the Tracking Link field, put whatever you want, again I usually put my partners name and date. Finally click the Create Link button.

Finally take the URL of your newly created link and give that to your clickbanking partner when they are done sending you clicks. Note you should create a new link for each clickbanking partner!

Sending Emails:

Here's the part that starts getting pretty fun in my opinion. Emailing your list. Eventually, when your list grows big enough, you'll probably start enjoying being able to drive large amounts of traffic by sending emails as this will usually lead, directly or indirectly, to money going into your pocket :D

Start by going to your autoresponder. In Aweber goto the messages tab and click the broadcasts button. On the next screen click the Create A Broadcast button. On the next screen you're gonna craft a message very similar to the one shown below. The below email example uses the exact same format that allows me to achieve 1 - 3 % click rates on my emails.

To start, in the subject line, you should use the email tag as shown. This will show was the subscribers email address in their email client. This is good for us as it gives our emails a sense that we're talking to our subscriber directly which is great for our open rates.

Then, make the rest of the subject something appealing to the niche that you're in, for example in the make money niche you should allude to some great free deal within.

Then in the body, craft a message very similar to mine. And finally for the links, put your rotator links there. When you're all done, click the save, then next button. On the page that follows hit the next button again and it should bring you to the "step 3" page. Here you can either choose to schedule your message for a later date or save the message and go back to the broadcasts page.

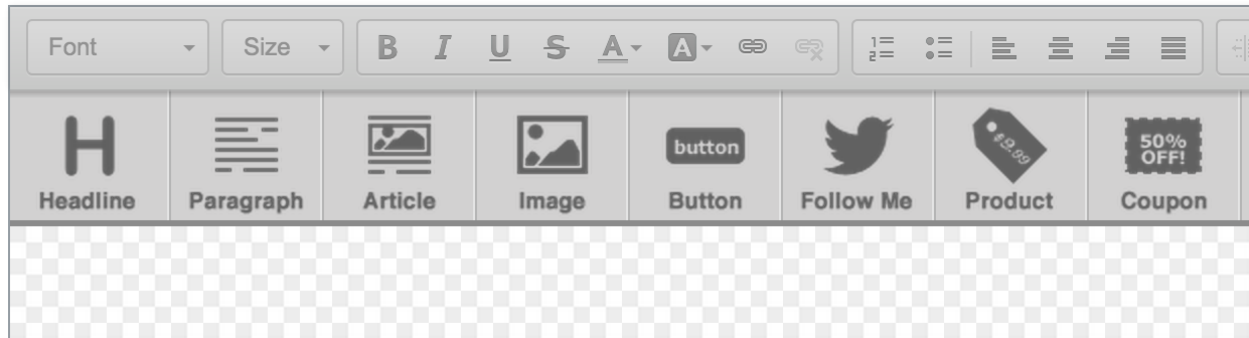
So let's talk a little bit about when to send messages. Now the responsiveness of your list is dependent on many factors. The quality of your emails, when you send them, how often you send them, etc.

Your goal in this line of business should be to get around at least a 1% click rate on all the emails you send. If you're seeing less than 1%, consider tweaking your email format, your usual sending time, or how many you're sending. My formula so far has been to send 2 emails a day. Personally I've seen great results with my click rates following this method, I typically see click rates in the high 1's at least and usually in the 2% range. Sometimes even 3%.

Some people swear by 3 or more emails a day but really it's up to you and what nets you the most clicks at the end of the day. Just keep in mind that your list will degrade over time and eventually become unresponsive to your emails. This is normal and just an unfortunate truth of this game. That's why it's important to be consistently building your list and getting new, fresh, responsive leads. That also means that you should probably consistently be sending emails to your list to help build it through means such as clickbanking or ad swaps.

One last thing regarding the stats, don't worry too much about your click rates until you get at least a few hundred subscribers. The number really won't be statistically significant until that time.

{!email}, Activate Your Free Program



Hey there,

If you're still struggling to make your first \$100 online, you need to take the initiative and get the ball rolling today.

[==> Click here to get started](#)

The sooner you get started, the sooner you'll be on your way to earning income online. Trust me, don't let any more time slip away.

[==> Click here to get started today](#)

To Your Success,

Making Money From Your List:

Here comes the really fun part! Making money from your list! As I mentioned earlier, there are tons of way to generate income using your list. Let's start with the obvious one:

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!

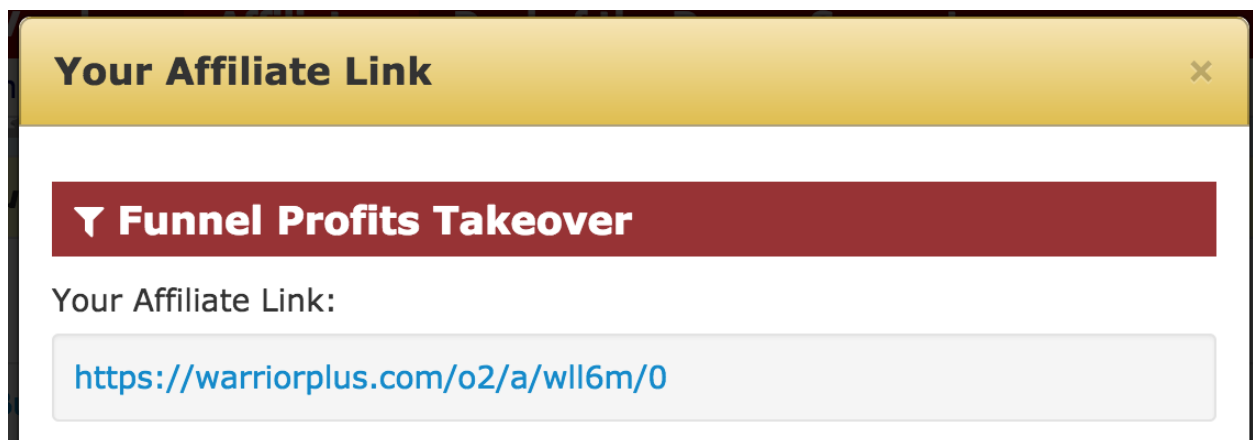
Selling Funnel Clicks:

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!

Sending traffic to Pay Per Lead pages:

PPL (Pay Per Lead) pages are fast becoming one of my favorite methods of generating money from my list. Similar to sending your traffic affiliate offers, this method involves sending your subscribers to pages that will pay you for a certain action that the subscriber undertakes.

For example, there are pages that will pay anywhere from \$.50 cents to \$2.50 to you for getting someone else to opt in to their squeeze page. PPL programs are a fantastic way to generate revenue from your list easily. All it requires is signing up for a few PPL programs and sending an email to your list.

To get started goto facebook.com again and search for the “Pay Per Lead Insider” Group. Once joined, sign up for a few of the numerous PPL programs. Once you’re signed up for a particular program, you’ll get an affiliate link which you’ll use in your emails to your list.

Current Commissions Owed

\$89.75

Your Referral URL

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

Hits: 519 Unique visitors: 473

Reset

An example affiliate link from a PPL program:

When emailing your list, you can follow the same examples I used for clickbanking emails. In addition, I highly recommend creating a rotator for PPL links. Then you can simply send the rotator URL in your emails, and add/replace new PPL links in your PPL rotator at your leisure!

Getting Started Building Your List:

Now to get started building a list in a reasonable amount of time your best bet is to just take out a few hundred click solos. There are ways to do build up your subscribers without paying money but honestly they all take a decent amount of time and effort that could probably be better used elsewhere. Some examples include forum posting with a link back to your squeeze page, making youtube videos about a certain niche with a link back to your squeeze page, and using social media.

But I would highly recommend to just take out a few solos to get the ball rolling. Remember, if you go this route, you want to create a tracking link (that goes to your squeeze page) to give to the people you're buying solos from.

However, if you're really trying to get started without spending money, here's a list of free methods you can use to drive traffic to your squeeze page. They're rated in order from most recommendable to least.

- **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!

- **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!

- **Forum Posting**

- I would highly recommend creating an account on warriorforum.com. There are plenty of other forums you can join as well but at the very least go for warriorforum. My strategy in the past when I was interested in

driving traffic to my blog/squeeze page was to post on threads that I had some knowledge, make an “authoritative” post and have the link to my blog/squeeze page in my signature. (NOTE: Don’t actually put your link in the post as the warriorforum could ban you for this. Simply post it in your signature. Now do this same thing on a lot of threads and you are guaranteed to start trickling in some traffic to your squeeze page.

Once you have a 500 - 1000 subscribers, you should be able to generate around 30 - 50 clicks a day by following the email method you read about earlier. Once you can generate this amount of clicks, you’ll be able to clickbank with people to grow your list without spending money more money if you choose to (Although it will be slower than if you buy solos)! Just follow the clickbanking method I outlined earlier.

I personally know some people that spent a lot money initially just to build up their list to a big enough size that they could get 100 clicks per email easily. While this is definitely appealing, it’s also a great way to break the bank. But that being said you can look at it as an investment that has a guaranteed return as there will always be people willing to buy your traffic!

Final Word

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 solos 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 :)