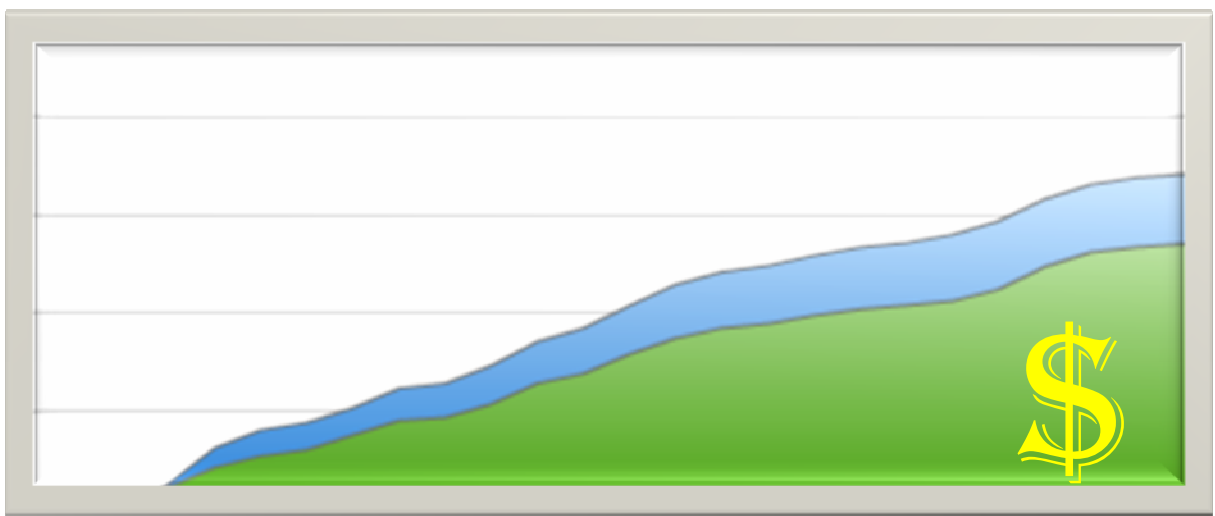


The 'Come and Get It' List-Building System

it's almost effortless...



...and probably priceless!

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The 'Come and Get It' List-Building System

If you could build a precisely targeted list of over 150 names from scratch in two weeks, with:

- No affiliates
- No joint venture partners
- No safelists
- No surfing on traffic exchanges
- No co-registration
- No money
- No cheating!

Would you?

I bet you would!

And if you could build several targeted lists at the same rate, at the same time, would you be even more interested?

And how about if I showed you how your lists could go on growing at this rate, with minimal extra effort from you, for week after week, without end?

I thought so.

Well, I did just that and I'll tell you in a moment how I did it. And I'll tell you how I easily improved on that rate of 50 new names per week, as soon as I eliminated some of the basic errors I'd made the first time around. In fact, building your precisely targeted lists, at no expense, at the rate of over **500 names per week**, is entirely possible with this system.

But first, what do I mean by a 'precisely targeted list'?

As we all know 'the money is in the list'.

Well, up to a point. How much money is in the list depends on what that list is interested in, which is related to what they signed up to the list *for*.

Yes, you might get lucky and find that a good percentage of a random list of, say, 100, is interested in the same thing – and you might be even luckier and guess what that 'same thing' is!

You see, although we might all need the same essential things in our lives – food, shelter, enough money, love, sex, and so on – what matters is not what we need but what we *want* at any particular moment in time. And you need to know what people want before you can supply it to them.

So a random list will almost always be unresponsive to *any* offer you make to them – because only a small percentage of them were looking for what you’re offering.

You’ll do much better if you assemble a list of people who are specifically looking for what you have to offer. That’s what I mean by a precisely targeted list. Build that list (also known as a ‘hungry crowd’), offer them what they’re looking for and you can hardly go wrong.

There are lots of ways you can do this, and there are even more ways you can build an untargeted list, which is probably why most marketers’ lists are not well targeted.

Many of these methods are very good and some are quite quick. Some will need you to spend money, some will take a lot of your time and attention. For some, you’ll have to persuade and cajole other people to help you and you’ll almost certainly owe them a favour in return.

My method – or rather the method I’ve recently discovered – is not just free and amazingly fast, it’s also about as simple as anything I’ve ever done online.

I don’t mind admitting that list building was not something I’d found easy until now. But this was really easy – real ‘set it up and forget it’ stuff! And that was despite me doing it wrong 😊

I like simple – and I *love* simple that works!

So let’s see if I can make it even simpler for you...

You will need:

- An ability to create one or two *very simple* web pages – with just a few lines of text and a tiny amount of html – and I’ll show you how
- Hosting for those pages – on your existing host is fine or you could even use a blog
- An autoresponder account with Aweber, Get Response or anything similar
- An idea of the niche you want to target
- Some PLR content or software or anything at all that will fit that target market
- An ability to write about 30 words of quite ordinary sales copy
- A few hours of your time, at most

- This ebook!

Still interested?

Of course you are!

Here are the Ten Steps to building your lists quickly, easily and at absolutely no cost!

Step #1 Choose the niche you will most enjoy supplying. You can actually choose almost any niche market there is, but you'll find it's much easier to be committed, supportive and quality-led if you work in a niche you know and enjoy working in.

Step #2 Create or find a product you can sell to your chosen niche. It can be a physical or digital product or a service, but you must have something in place that you can promote to everyone who joins your list as soon as they sign up. It can be something you already sell or promote.

Step #3 Have a sales page written and in place for this product or service.

Step #4 Find or create a smaller downloadable product or service in the same niche.

Step #5 Create a simple squeeze page, where you'll offer this smaller product in exchange for your visitor's name and email address. Create an even simpler download page for this small product – or a registration page if you're offering a service.

So far, so familiar, you might say. After all, you may well already offer a free report, piece of software or whatever as an incentive for people to sign up. The next bit is the simple but clever bit!

Step #7 Go to <http://www.thegoldengiveaway.blogspot.com> and <http://cjinpromo.com/cjnnouncer/index.php>. Also, Google 'giveaway sites' or 'giveaways' and visit some of the sites that come up.

You'll find lists on these sites of current and future giveaway events (websites).

Step #8 Identify the sites that match these criteria:

- a) They are running currently or they will be 'opening their doors' in the next week or two
- b) They are open to new gift submissions
- c) They accept gifts in the niche you are targeting
- d) They already have a good number of quality contributors, preferably at least one or two 'names' (people you've heard of who have a solid reputation), or
- e) The site has a lot of promotion and marketing behind it

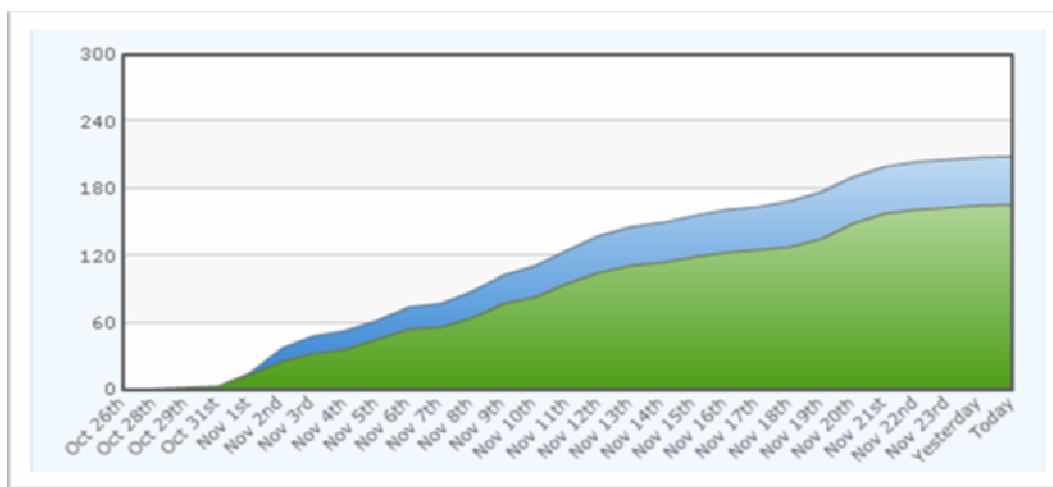
Step #8 Sign up to several of those that match the above criteria and submit your gift.

Step #9 Obtain your affiliate and member links and begin promoting the sites to your existing contact list, on your blog, and elsewhere – doing your share in building other people's lists, just as they will help you build yours.

Step #10 Log on to your autoresponder account and watch your list grow!

You might think steps 8 to 10 are somewhat simplified. They're not. Although every site you'll sign up to is slightly different, most of them appear to use the same basic software. Some will allow you to add one gift, some three and some an unlimited number (this is all for free), and they'll all let you add more or promote your gift more prominently when you become a paid member. It's probably worthwhile paying for even better results but just so you know, the results I've quoted you are the result of FREE membership on just three or four sites.

If you're already involved in Internet marketing none of the above will faze you, but in case any part of it seems baffling, or if the ten steps in total seem too much, just take one step at a time and you'll see how easy list building this way really is!



Here's how that list growth looks on a graph. With the first giveaways I used now coming to an end, things have slowed somewhat, but it will be easy to replicate the process and repeat these results over and over again, adding to the list each time.

Remember; this was with me doing it wrong!

The mistakes I made were simple and obvious in retrospect and you shouldn't have to make the same errors I did:

Mistake #1 Not having enough time to prepare. Because I had little time to find or create a gift specifically for the purpose, I had to use ebooks I already had, plus an out of copyright book that I turned into a digital ebook.

Mistake #2 Also because of the shortage of time, I didn't spend much time choosing a suitable niche, but simply used what products I had and created a new list on Aweber for the purpose.

Mistake #3 The gifts were not a perfect match for the niche I wanted to target, so the list is not as responsive to my offers and information as I would like.

Mistake #4 Not creating an attractive product image. I used a very simple graphics program to make a two-dimensional cover which wasn't even in colour! How many people passed by? Attractive images add desirability, regardless of the real value, and that attracts more people to your squeeze page.

Nonetheless, the list grew at an average of about ten a day, from one giveaway site initially, where my gift is often on page four or lower. Imagine the results when your gift is one of the more obvious 'stand-outs' and sees a lot more traffic than my first one ever did!

Incidentally, one thing I've never seen before is 100% of visitors to a squeeze page signing up, but that's what happened here. I believe that's because the traffic to the squeeze page had already decided they wanted the gift – so they were 100% targeted – and I kept the squeeze page *very* simple. I just showed visitors they were in the right place and told them clearly what they needed to do – leave their name and email address and press the 'download' button.

I also did something I don't normally do. Because all these sign ups were clearly targeted and in no doubt about giving up their details to get the gift (100% did so, remember), I quickly changed to single opt in. In other words, there was no 'please confirm' email, just a follow up with some more links. This probably means a few more people unsubscribe quite quickly, but overall the single opt in lists grow more quickly than the double opt in ones and so far no one has complained or accused me of spamming.

How to do better than I did!

So, to get even better results than I did, you will need to follow the ten steps I outlined earlier, paying special attention to choosing the best possible gift to attract only the people you want on your list – people interested in the products or services you have decided to promote.

An average list is worth about one dollar per month per name, but a precisely-targeted list can be worth ten times as much – maybe more...

Take a bit more care and a bit more time and you can grow your list even easier than I grew mine – *and* make it more targeted!

To find out more about building your list in this way, and for updates on the 'Help Yourself' system, email me at giveaway@royeveritt.com