

List Building Success Interviews

By Patric Chan

Interview With

**Anik Singal
Gary Huynh
Russell Brunson
Bryan Kumar
Leon Klepfish**

Patric Chan's Short Profile:

Patric Chan, from Malaysia, is a direct response expert, internet infopreneur, internet marketing strategist, speaker and author. Already, at the age of 24, he has achieved extraordinary results in the internet marketing world.

He has joint-ventured with many well-known internet marketing experts in product creation, selling online, and managing online businesses. Some of the positions he has held include:

- Group Director of Business Development for Daily Marketing Ace
- Vice President of Customer Support - Nicheology
- Vice President of Jason Mangrum's Instant Marketing Miracle

Visit Patric Chan's Websites:

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Word-for-Word Transcript of interviewing Anik Singal by Patric Chan.

Anik Singal's Short Profile:

Anik Singal is a 21 year old graduating college student from Gaithersburg, Maryland. He started online over 2 years ago and has since become an expert affiliate marketer and niche marketer. Furthermore, he is recognized for his expertise in search engine optimization. Anik has created what many are calling the first "true" step by step coaching plan for beginners. Working less than 3 hours a day as a full-time college student, Anik is already earning a multiple 6-figure income from his internet ventures.

Visit Anik Singal's Website:

[Affiliate Classroom](#)

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(Please note: There are grammatical errors as this is a word-for-word interview transcript. You'll notice that nearly all my sentences are wrong grammatically. We don't proof read what we say on phone. ☺)

Hi, this is Patric Chan of <http://www.automateinternetmarketing.com> and with me today is Anik Singal. Anik Singal is an expert in search engine optimization and affiliate marketing. He is already making a six-figure income online by spending only two hours a day.

P: Hi, Anik.

A: Hey, Patric. How are you today?

P: I'm doing great. How about you, man?

A: Never been better.

P: All right. Anik, can you share with us how did you get started on the internet and what inspired you to start two years ago?

A: Sure. I actually was a pre-med student in college and I didn't like it at all. So I started to look around on my own to see if I could start a part-time business somewhere. Somehow I found Anthony Blake forum and once I found the forum, things took off from there. I spent about a year just learning and looking around on the internet and finally last January I got serious and it took me about a year and two months before I could earn six-figure income. And that's just about two hours a day, considering I'm a full time college student, and I don't work that hard.

P: All right. Congratulations on that, man. Awesome.

A: Thank you.

P: All right. Anik, can you share with us what products and websites that you currently have so listeners who want to know about how to make money on the internet can visit and we could learn from your expertise?

A: Sure. I actually have a lot of niche websites but the main one is <http://www.affiliateclassroom.com> and that's where we have a membership site and I've set up a really cool step-by-step training module for individuals who want to be affiliate marketers. And that's my main project right now.

P: And the site is a membership site?

A: Yeah. It's basically a training site - you kind of joining a coaching program for one-tenth of the cost.

P: Yeah. Actually I've been a member of your <http://www.affiliateclassroom.com> site, and I noticed there are case studies of successful internet marketers and how they actually do it, which is very powerful in that sense.

A: Yep, every month we actually do new case studies, new interviews, and we add new products to the marketing library, we set up a forum and we do conference calls. So it's very active and busy.

P: What makes <http://www.affiliateclassroom.com> unique from other marketing courses or products?

A: Actually, there is a really unique part – about a year ago when I started - I thought about what it is that helped me become successful. And I had bought every other internet book on the market. So I realized it wasn't the ebooks. It was the step-by-step coaching I got from a couple of friends. So what I decided to do was have a program going and develop a really neat step-by-step training and project management group.

So what's really unique about affiliate classroom is that you can join and create this step-by-step training process and you go one step at a time. So you don't have to read a bunch of materials and try to figure out what to do. It tells you exactly what to do. You hit next.. you do the next thing. You join some forum to make sure you actually did it right, and you hit next, and in the whole process not only are you building a website, you are building and testing traffic, you're building promotions.

So it takes you through the entire thing one step at a time, and you can do them as many times as you want. We have five websites that actually track it all for you so you know exactly where you are at any time. So that's what really makes it unique - we have a step-by-step mentoring and training programs.

P: It sounds like a one-stop solution for someone who wants to be a pro in affiliate marketing. It's better than buying five ebooks...two,

three ebooks a month that cost you much more than joining your affiliate classroom.

Because if you buy ebook, it costs you hundred...how much do you think ebooks on affiliate marketing will cost?

A: Mmm.. about \$30 to \$100.. average about \$50.

P: If someone wants to spend \$50 a month buying ebooks, I would strongly suggest they look into your <http://www.affiliateclassroom.com> because your membership is like.. how much is that, the membership fee?

A: You only pay \$1 to try it for one day and \$30 a month after that.

P: So relatively so much more affordable and usable compared to buying an ebooks each month.

If someone wants to hear what you have to say weekly or monthly, is there any newsletter that you have on going?

A: Yes. You actually go to [affiliateclassroom.com](http://www.affiliateclassroom.com) I not only do newsletter but we also send you a pdf file that reveals all my traffic frequency... driving traffic to affiliate websites. And I do send out weekly newsletter, and sometimes three messages in just a week... not just the sales promotions but also the things I actually found out and conduct.

P: Cool.

The main reason that we are having this interview is to pick on your brain on how to build a list fast and easy, compared to the conventional methods that people been using. Before we start, can you speak a little bit louder, Anik? Because I'm recording this and I just want to make sure that it comes out clear.

So the first question that I have for you is what is the best list building strategy that you've used to build your lists easily and quickly today?

A: I've actually done two. One of them is I let my affiliates and joint venture partners fill my lists, and the other one is I do a lot of ezine advertising...I place ads in other people's ezines... that actually works out very well.

P: Ok. That's a new approach to build a list.

Affiliate marketing, joint venture and ezine advertising - I want to pick your brain on these three things later, right?

Before you used all of these strategies, what made you think they were going to be successful?

I mean, if Henry Ford wants to create a car today - and before that there was no one who had done it – so he wouldn't know that creating and selling cars would be successful but he went on and did it? So in your case, what made you think that using affiliates, contacting jv partners and advertising in ezines would successfully build your list?

A: The main reason is because it is a targeted traffic. If it's coming from an affiliate or a jv partner, you know, they already have the trust there. If it's coming from ezines and that, it is actually coming from someone interested in what I am doing.

So I know it's going to have high conversion just because...hey! it's a free newsletter and you're already interested in the topic. So I know from there, ok, it's not going to be too bad of a conversion.

P: Ok. I'm going to ask you how you get to implement the three ways in a step-by-step manner, so that the listeners, any newbie or myself can follow your strategy.

Example, if you were to use affiliate to build a list, what would be the steps to take – do you contact them personally, do you get your customers to join as affiliate.. how do you do it?

So maybe we can start with using the affiliate marketing strategy and how you do your list?

A: Ok. The no.1 thing to do is you have to test it first. You have to know that your page is converting. The affiliate will only send you traffic if he is also making money on that. So you have to make sure that follow-up newsletter is converting and making the affiliate some money.

So the first thing to do is sketch the sales process.

And the process I have is – they opt in and for a few days they receive a message about a \$1-trial. And I'm actually converting over 10% to

15% of my people into a \$1-trial and that's helping me AND helping my affiliates because they make money.

Also, in the long run, when I release a new product and I send a message to my list, affiliates would automatically get credit for it. So they are building long-term income by referring traffic to me. What you have to do is make sure there is more in it for your affiliates than there is for you.

Now let's say you have the sales process done and set. All you do is give your affiliates 3 choices.

- Say, hey, you can send straight to my regular product page or you can send it to my opt-in page. Give them the statistics and let them know what the benefits are on the opposite, let them make the decision themselves.

Now just make sure you're converting though - I have to drive home that part because if you are not, you're going to lose that affiliate.

Now, how to get the affiliate - as soon as someone buys your product, focus on converting him into an affiliate. Let them know how well you are converting.

Secondly, just going out and finding websites that have products that are related to yours, and sending them an invitation. So that's how you get the affiliate set up.

As far as sending the affiliate traffic to an opt-in page, it is pretty much just the setting in your script and giving them the choice of having either one.

And then track it.

You never know... maybe you are making more money by not sending them to the opt-in page. I doubt it but, if that's the case, maybe that's just your business model.

It might not work for you but for me...let me just give you guys an example. When I implemented the opt-in option strategy and letting my affiliates use it, my self and my affiliates literally increase our conversion by about 10 times. That's a 1000%!

P: Wow!

A: It was just incredible! So now when I contact a jv partner and affiliates they are more than happy to refer traffic to my opt-in page because they know it works very well.

P: So your affiliates are actually building your list for you?

A: Every day on the average... on the worst day I add at least 50 to 60 new subscribers to my list just because of my affiliates.

P: So you get affiliates to promote your products and let the affiliates choose whether they want to promote direct to your sales letter or to your opt-in page.

And if someone goes to the opt-in page, you'll send an automated email and probably on day 3 they'll have an opportunity to sign up for your \$1-trial - and that is where you convert up to 5% to 10% of them to be customers to affiliateclassroom, so your affiliates can actually earn commission from there.

A: Yeah.

P: Is jv strategy different from getting affiliates to build your list?

A: The jv strategy is just a bit different in the sense that it's harder to convince a joint venture partner to send the traffic to your opt-in page.

Most of them, if you don't know them personally, they get a little suspicious with that so you have to back it up with numbers.

So what I do is I show them the proof... these are the conversion and once again I give them the choices; you can send it directly but if you send it to my opt-in page, you'd make more money. So they make the choice.

It's pretty much the same strategy but affiliate and joint venture are different in that usually the joint venture people have big lists, very high traffic, I would say, and they can drive orders to the max.

P: What I'm curious about is that every time I talk to other internet gurus, they always stress on how important joint venture is. How do you actually manage to convince jv partners to promote your products either through your sales letter or opt-in page. What did you do?

A: Ok. See, when I started with this I thought it would too hard. I thought if I were to email to someone like you, for example, and I wouldn't get any response.

And I was amazed and shocked that even big gurus online actually response to their email... if you are just genuine about it.

So if you really want some big jv partners, what I recommend is, first of all, start emailing them. I made it a personal goal to email at least 30 big people a day for a week, and I did that.

My God! I built so many connections and got such a nice circle of friends! Not just for promotional materials, people to promote my products, but actual friends I could talk to, get ideas from, share ideas with. That's the whole strength behind jv partner, that's the whole strategy.

So one thing I do is after emailing them, I call them - their numbers are published everywhere. That's very unique. Most people don't do that. So they are not used to getting phone calls and they'll like to hear from you.

Also, send them a physical copy of your products... You have to have a lot faith in your products...

See, I didn't put people into my sales process or into my websites, and I did not let joint venture partners see it until I knew they have a positive response. So now I know that there is no chance of them just going in there and tear it a part. Every one of the joint ventures I've put in the site now loved it and they immediately promote it. So you have to have high quality products. And if it is something like a book or a cd or a program, send them a physical copy of it in the mail.

You know, there's a program that I read done by Jason It's How To Broker JV Deals. It's one of the best products I ever read. Actually I have a joint venture broker right now, who is working with me, and who has read this material and he is going to be doing this for me. So that's such a great strategy and I've seen some good success with it, so I recommend that book for anyone looking at doing joint ventures.

P: All right. Do you use jv broker often. Is jv broker one of your main strategies to get more jv partners?

A: It has been from day one, there is a jv broker who's been working with me and he's helped me a lot in getting in touch with the big guys. For example, I had lunch recently with Yanik Silver and that was all thanks to my jv broker who just called to get me in touch.

Now I have another jv broker coming on too and he's going to be using a different strategy. So I have two jv brokers, each using a different strategy to get after some big lists. Yeah, they have been a pretty big part of my strategy so far.

P: Do you give special attention or incentive to your jv brokers compared to your normal affiliates?

A: Yes, they get hired on second tier commission. What I do is I give them more on the second tier. So I have a two-tier affiliate program and my regular affiliates make a certain amount and my jv brokers make a higher amount.

P: So if I have a product that I want to use the jv broker strategy for, what type of percentage would you recommend I should give to jv brokers?

A: It's hard for me to say because it depends on your product, the price point and your production expenses and always on what you are offering the first tier.

One key is to offer the jv partner, not the broker, but the partner he sets up...offer that partner more than the regular affiliate. And you offer your jv broker more than your second tier.

A lot of times you don't offer the second tier more.. like I have jv broker that I don't offer more but I give him incentives – online bonus and extra products he can use to promote. He also has special access, for example, he can set up free membership... he can do a lot of that stuff. So you may not have to give them extra amount but you give them privileges.

P: Do you give an extra personal attention, in the sense that if they have any problem with their online business, then they actually contact you for help?

A: If occasionally people want to contact me for help regarding jv brokers?

P: For example, your jv brokers, if they face some problems, do you actually give personal attention to help them build their business, more than your regular affiliates?

A: Yeah, of course. They have my phone number and my personal cell phone number. They definitely get a lot of help from me. The recent jv broker I brought on just sent me his package that he'd be sending out to all the people he wants to set up a jv with... and so I took a good two hours to review it from head to toe and I sent him a big critic back. Because I'm also a copywriter, so I critique his copy a lot.

Yeah. If you're a jv broker you get lots of privileges such as special attention, high rate, more bonuses, more promotional materials and all that stuff.

P: Yeah, at the end of the day, I think a lot of people would want to be jv brokers for marketing gurus like yourself because of these extra privileges, even though they don't actually make more money from there. But the personal attention or critic given is really worth more than any other learning they could get elsewhere. For example, ebooks will never ever give them firsthand information like what you shared with them.

A: Sure. One piece of advice I want to give to individuals who want to be jv brokers.. is you have to be fast to jump on a product. For example, I'm not going to make everybody who emailed me a jv broker and the reason is out of respect for my current jv brokers. I can't have 15 jv brokers out there because they gonna start competing against each other.

So if you find a new good product coming out, especially if it's coming out from someone who doesn't have a big name, and you want to be a jv broker.. you have some people that you have contact with... jump on that!

Because if the person is new, he's going to want you also and at the same time he probably doesn't have a jv broker already.

P: Yep. Thank you so much for bringing on that tip. Because some people like the wait-and-see strategy or they jump on it, get the result first and think about it later.

I've done jv brokering for Jimmy and Ryan for <http://www.nicheology.com> last time when they first launched. It was

really a good launch because names like Jimmy and Ryan sell automatically on that. And, you know, what I had to do I just contacted a few of my good friends... I got Willy Crawford, Frank Mullen and a few others, and sent them a complimentary copy. I told Ryan and Jimmy that I needed his authorization to allow JV partners to review it first and then actually join for free.

They just loved Nicheology and started promoting it to their lists. And till today I'm still earning passive, recurring income each month from the subscription. That JV partner actually sells for me and, of course, for Jimmy and Ryan.

A: There you go!

P: If someone wants to be your JV broker, is there any special email or subject that you want them to send to you for you to review?

A: Yeah, if they want to do it. To be honest, for affiliateclassroom, I'm kind of very selective because the current JV brokers I have, I want to give them some time.

I have other products. If you want to send me an email, be sure to put JV broker and the subject at the top and I'll get to it.

P: Ok. We have covered 2 strategies. Now we are going to cover the 3rd interesting strategy, which is through ezine advertising, right? Would you share with us the strategy behind promoting on ezine?

A: Sure. Actually ezine advertising was the 1st way I made money when I first started in January 2004. I got a membership with a directory of ezines, something that is run by Charlie Page It's a great membership to have because he has a listing of hundreds or even thousand of ezines related to various different interests from making money to gardening to dog.

I went in there and I research the ezines. I looked at them, I subscribed to them and I tracked them for a few days. The ones that are good, I go ahead and purchased an ad.

Now there are a few types of ads. You can purchase a sponsor ad, a top ad, middle ad or an end ad, then you have a solo ad.

The difference is classified ad is between five to six lines, and each ezine might have 5 to 15 of them. A top ad is something that allows

you more lines, about 10 to 12 lines, and is placed at the top of ezine; a middle ad is a sponsored ad and stuck in the middle, about 5 lines; and the end ad is at the end. And the solo ad is basically a promotion that is 15 lines and it's just your message. So obviously solo ad is most expensive.

In the last year I bought nothing but solo ad. So I did very well in solo ad and you tend to find the critical ezines that you like the most and you stick to them. And you keep testing other ones and you keep adding to the list.

What I do in those ads is simply offer a free new membership, bonus guide, something really cheap or something free. I shouldn't say cheap.. it's inexpensive.

You just offer them something captivating that it won't make them want to quit the link. I never sell them on the product, I never sell them on the price, I just sell them to get the link..the click. The click to my page and my page will sell them on the rest of it.

And basically I've been able to sell that way, sell membership, sell product even software. So it was selling.

P: If a newbie wants to start advertising in ezines – because there are 1,001 ezines on the internet that sell advertisement – so how do I know which ezines should I advertise in?

A: That's one of the biggest things. If you want to make sure you review the ezines pretty closely because there are so many of them and you may end up wasting a lot of money.

What I like about [Ezine Directory](#) the most is Charlie does a good job of keeping it updated. So you're not going to have a bunch of expired or bad ezines. But still I've tested some ezines in there that still don't work. The only way to know that is by testing it.

However, the first thing you should do is subscribe to it, just see a few of the messages. Some of them have archive so look at their past log. If all you see is just messages and bunch of ads, nothing is really substantial, it's a good sign that it does not have a responsive list.

Secondly, I always send the person an email. I never bought an ad without getting a response from the person who's running the newsletter. I just ask what type of ad works the best, what type of

product the viewers respond to, how long the ezine been running. And, you know, the directory of the ezines does not get updated by the minute - so what's the latest subscriber standing?

I ask them a lot of questions about the ezine to see just how responsive they are. If they don't respond or they give me a bad response, that raises the red flag because that is probably a bad ezine, they don't offer much of a positive value to the subscribers. So that's the second thing - I made sure they have some ingenuity in there, in the product.

The 3rd thing is if they have archive, you look at the kind of ads that are in the archive. If there are 5,6 or 7 in the archive look through all of them and see if you can find any recurring ads.

The biggest trick I've used is to see if it's profitable or not – because most people who advertise in ezines won't do it if it is not profitable.

For example, for me, if I put an ad and send a message out to 30,000 people and it got me only 50 clicks – that's a bad ezine for me. So you won't see my ad more than once.

So see if any of the ads is repeating. If you see a bunch people putting only one ad over the course of 10 ezines or something ... it's a good sign that probably they are not making any money from it, so you won't either.

P: That's a good sign that you brought up regarding recurring ads. And relatively what is the amount of money one should pay for a solo ad?

A: You know, that's a hard question to answer because I've seen a solo ad that is cheap at \$30 and one as expensive as \$1,800.

P: Wow!

A: \$1,800 - I just don't want to spend that kind of money on advertising. But I've heard some good things about them. I heard they are pretty responsible.

On average, I spend – if you really twist my arms for an answer – I usually spend a \$100 - \$150 for a solo ad, around \$30 or \$40 for classified ad and the top ad is usually about \$50 to \$70. That's typical and it really varies.

Don't go on that by any standard. The ezine – I don't care how much the ad costs, that's another thing. I care about how much it brings in. if I pay \$300, as long as it brings in \$400 I'm happy.

P: Yeah, it's the return on investment that counts, not how much you have invested into it.

How many times do you actually advertise in a month, in how many newsletters or is it in the same newsletter? Give me your guideline. The reason I asked – for a newbie who has never advertised on ezine they might be confused about the procedure and so on. We want to dissect the step-by-step plan on how to use this strategy to build a list.

A: This is another good sign that I forget to mention before... if you contact the publisher and he says, "oh, an ad is available tomorrow, the next day or whenever you want it, let me know." The red flag goes up for me there...there shouldn't be so many ads available.

What will happen, which you'd normally find, just because of how busy the good publications are, you can't even have an ad in there for more than once a month. And I wouldn't recommend promoting the same product in the same ezine more than once in every few weeks. Now if you have different products, promote in it as much as you want. But for the same product, no more than once every month, maybe? I tend to go back to the same list about once every month.

P: Right. That's a powerful way to look at it.

Anik, many people are holding back from advertising in ezines or paid advertisement because they worry about spending the money. From your point of view I realized that it is not how much you paid but how much the paid advertisement can bring in the money back to the advertiser.

A: A good way I always tell that to people is, you give me a \$100 and I give you \$200 back. How many times would you give me a \$100?

P: As many times as you want, man!

A: But now I also don't want people to get over confident. When you are starting, in the beginning stay conservative, be cheap and really, really research the niches and really research the ezines because you're just starting. Just go for whatever your budget allows, and as

you grow continue investing more and more and then you can be a little bit more open about your testing. And maybe you can become more edgy and go after some of the unsure ezines. At the beginning try to stick to the ones you know are going to do well.

P: To wrap up do you have any final tip - that you use to build a list – for anybody who wants to build a list by using your method?

A: Sure. The last one that's actually working very well for me is pay per click. I don't recommend that if you are in the home making money or traffic website generation industry. It's too expensive to pay per click. But if you are in niches, take all that traffic directly to an opt-in page.

Have a nice headline, have a couple of bonuses on what they gonna get for their email, make it really short and just get the traffic to that page. And I actually get about 25% to 35% conversion. And I'm building some niche also by doing that. So it's very possible doing that.

P: Like we've discussed...it's not how much money you spend but how much it can bring back.

If you get a subscriber, maybe for 20 cent per click, and this subscriber buy an ebook that costs \$19.90, you are actually making \$19.70 in a day. If 20 cent is for 100 subscribers and you need only 1 person to buy your ebook and you actually cover all your costs.

A: Patric, I can give you an example. I spend on a certain promotion... spending over a \$1 per click. How many times have you heard of someone willing to admit he spends that much money on an ad? Then actually after optimizing my ad, I started offering \$3 per click. You know what? It's a profitable campaign. That's another example of "I don't care how much money I'm paying out as long as it is bringing in more."

P: Ok. I'm going to wrap our discussion:

- Use your affiliates to build your list.
- Contact JV partners, if possible, recruit JV brokers.
- Use paid advertisement and when doing paid advertisement, most important is how much money your advertisement can bring back to you or profit rather than how much you get to spend on the advertisement.

Now, Anik, What are currently that you are doing that you want to share with us?

A: I actually have one project that I'm working on that I can't talk about but it's going to be huge! So if you want to keep up to date with that, in about August 2005, we'll start leaking some news about it. It should launch about September.

Other than that, I'm releasing a new software this coming week. It's an amazing software that allows you to put video and audio on your website very easily. I took a long time to develop this and so far it's beaten the quality of any other software online. The audio and video are just of amazing quality.

And I'm working on some niches right now. We're continuing to build the affiliateclassroom. We actually have a long list of things to build into it. We are building a certificate program soon. I'm considering this so if you have an opinion on this, please email me. I love to hear them.

I'm actually considering building a course and you go through it and actually take an exam on it, just like you do in college. If you pass the exam, you become a certified affiliate marketer.

The reason I'm doing it is I want to make sure that anyone would have the knowledge before they start. By taking the exam, we made sure that they understand.

So these are some of the neat things we'd be plugging into affiliateclassroom. My near-term goals, everything we're going to do is focusing on helping our members in the affiliate process. At least for a year...that'll be our focus.

P: Anik, for your new project, is there any domain address or url that you want to let us know today because it could be that your product is already launched by the time the people get to listen to this audio. So after they listened to this they could just go ahead to that site?

A: Sure. The url for the video and audio product is affiliateconversion.com and in the future we will continue building new products and put them on that domain name...that can help affiliates improve conversion at their websites. This is the first one in the series for those products.

Right now I have a domain where you can download a free report - and I'm not making a business out of it – on how to get it approved for adsense. So it's adsenseapproval.com.

P: By the way, I'm curious, will google find you when you buy the domain adsense?

A: Well, I've looked into that before and I saw there are a lot of websites that use it. But it's very important that at the bottom of the your website you clearly distinguish that you are not affiliated with google or that they are not supporting your products. But other than that, let's find out...

P: A friend of a friend of mine has something like that...googleadworkpro.. and the story that I heard.. google actually contacted him and he finally gave back the domain to them.

A: I heard that if you use the word google in your url, then they'd make you give it up. However, there are lots of websites, and very high-traffic websites actually have the word "adsense" in their url....we'll find out soon enough.

P: Well, Anik, thank you very much for your time and your sharing with us today and I'm so sure all the listeners are actually benefiting from what you've just shared.

A: Awesome. Thank you and I appreciate being on the call.

P: Awesome, man! Thanks and take care.

Word-for-Word Transcript of interviewing Gary Huynh by Patric Chan.

Gary Huynh's Short Profile:

Gary Huynh is a full-time internet marketer who runs multiple membership sites. He currently manages over 12 websites and publishes a daily newsletter in which he provides tips and tools to help beginning to advanced marketers increase their online income using a variety of tested techniques.

Visit Gary Huynh's Website:

<http://www.garyhuynh.com>

Marketing Blitz Journal

<http://www.rebrandprofits.com>

" Rarely Taught & Rarely Used Techniques That Only The Most Innovative Minds Have Created to Help You Earn 1000% More Profits in Less Than Half The Work with Your Affiliate Programs and Resell Rights Products"

<http://www.virallistbuilder.com/>

" It's About Time You Had Your Own Viral List Building Site Which Allows You to Leverage Your List Building Efforts to Automatically Build an Optin List Which You Can Email Every Day, or Even Multiple Times a Day if You Like."

(Please note: There are grammatical errors as this is a word-for-word interview transcript. You'll notice that nearly all my sentences are wrong grammatically. We don't proof read what we say on phone. ☺)

P: Hi, this is Patric Chan here of <http://www.automateinternetmarketing.com> .

Today I want to introduce someone that I respect and a good friend of mine, Gary Huynh.

Gary is a full time internet marketer and he has built several online businesses that are profitable. His list-building strategy has been endorsed by many, many internet marketing gurus today and he is only 24 years old.

How are you today, Gary?

G: Pretty good today, Patric. How are you?

P: I'm doing great here.

All right, Gary, can you share with us how did you get started on the internet. What made you come to the internet and where are you right now?

G: I've been doing this full time for a year and a half. Before that I was a full-time graphic designer as I was interested in doing work design and graphic design. So I just naturally progressed to working on the internet ...I was used to working with computers and learning the html, production methods, you know.

I decided to go full time online because I was doing my job and working in a cubicle is not something that I envisioned my life to be. So when the chance came, I thought it's time to do another job and I start my own business online.

Luckily for me, it hasn't been too difficult as far as doing business, making money. I got my big break, I guess, when I decided to start my own list.

P: What year did you actually start online, before you went full time.

G: I graduated from college in 2003, at the end of May. That summer I was doing internship with a couple of companies in Washington DC here. At the end of the summer I was looking for other jobs to do. That didn't pan out too well so I decided to just write some websites, writing articles promoting my websites and try to build my list.

P: I see that you have a lot of websites on the internet. Would you like to share some of the websites even though they're not related to list-building so the listeners can get to know more about you, what products you have, what articles they can read...what websites would you recommend at this moment?

G: Right now I have so many...I can't even keep count. I'll share the sites that focus on home businesses and internet marketing – I guess that what's people want to know more about, how to promote their own websites.

My main one is <http://www.garyhuynh.com>, which is just my name. I call that my main center – I have my main page there and my blog, which I try to keep updated.

Another one I use to capture list is <http://www.virallistbuilder.com>, which is my newest website. Most of the websites I build, I try to incorporate some viral marketing into it.

P: What is the url for your newsletter website... for people to understand you more?

G: They can go to <http://www.rebrandprofits.com> and get on my main list there and I usually send them an email every day.

P: Cool. So that is where you put your latest announcements, what products you recommend and some of your tips. I'm in your newsletters and I know about the good tips that you give.

Now the purpose of this interview is to highlight successful internet marketers who had successful campaigns to build their list in the shortest period of time. So what is the list-building strategy that you have used successfully? Do provide us the url as well so we can go and visit later.

G: Like I said I have several viral websites that I work with every day that build my lists and, I guess, between 50 and 100 subscribers every day are using that.

I like to do joint ventures. You were part of the one I did last November, called "7 days of autumn".

P: Ya, that was a good one.

G: Basically how that joint venture works is I got 10 marketers together to give away a product for 7 days. What made that joint venture different from others was I had everyone give away product that they are normally selling.

P: Gary, I really want to know the details of the strategy. But before that, what is the url to that website for the listeners to go to and understand the general concept of your campaign. That way they can grasp to the maximum what you are sharing with them here.

G: The url that captured the emails and stuff?

P: Yeah, the url you used during the sales stage, so the listeners could log on and see it while they are listening to this audio and be able to better understand the ideas you are sharing.

G: They can go to <http://www.rebrandprofits.com/7days>.

P: Before we go to your main strategy, I want to dissect your mindset for the listeners and myself to understand the key ingredients involved - what made you think of the idea in the first place and why did you think it was going to be successful even though you had never done such promotion before?

G: That's a good question.

Well, I wasn't really sure that it was going to work. But what's good about the internet is that you can sell something without wasting a lot of time. Whereas, if you run a business offline, it could involve a lot of money up front and a lot of effort.

P: True.

G: The inspiration for the 7-day giveaways came from Mark Hendricks who did a Christmas promotion the previous year. He's one of those big marketers who gathered several different internet marketers to give away gifts during the Christmas season.

And the thing that made it work was the limited time that made people take action, more so than if you just tell people that they can download it at any time because then, most people are so busy, they'd just put it aside.

P: You know, Gary, I learned from you... I'm making a similar offer with this audio interview. People can read it free for 5 days only and after that they will have to pay if they want to customize it.

G: Yeah, that's good. I'm glad that you're listening to my advice. One thing that really helps my business is just to watch what other people are doing and then incorporate that into my own business.

P: Agreed. You are the pro, Gary.. that's why I'm interviewing you now.

Actually I've gone through so many marketers, who have successful list-building strategies, and the 7-day autumn promotion was a great one.

G: The thing that made my campaign stand out was I got in there early for the promotion. With any strategy, if you do it too much, people are going to get really used to it.

P: Was it part of the strategy to choose the autumn season to do your campaign?

G: Yes. Basically what I did was give it a theme. You want to create a product with a title that is catchy and will stand out from the normal... not just any 7-day promotion.

P: Yeah, you really know how to position your promotion...there is a USP or a brand behind it. In months or years to come people would remember "oh yeah, that autumn promotion" rather than say "I can't remember what 7-day promotion that was."

The autumn part would ring a bell in people's mind. Just like in the Mark Hendricks promotion...you and I probably would have forgotten about it if he hadn't use the Christmas theme.

G: Like the unique twist in Mark's promotion, I added a unique twist in mine too, apart from the theme, to make it stand out.

P: We are going now to the main part of the interview.

If someone wants to follow your strategy to build a list fast and easy like what you've done, can you describe in a step-by-step fashion how he can go about and do it?

For example, how did you incubate the idea and what came next – did you do your own programming or hire someone else, did you design your site, how did you contact jv partners and encourage them to promote your stuff, etc until it was launched?

G: I was just laying in bed, brainstorming away to build my list real fast and I've heard of the idea to use leverage to build list, which means getting joint venture partners to send traffic to one central page and capturing all the names there. And also jv partners would benefit from that traffic and so it's better than using your own list.

Whereas if you have 10 different people, with everyone having 10,000 people on their list, and they all send traffic to that one page and if you only capture a fraction of those people, your list can grow substantially. In that one week I was just excited to see subscribers falling in...I've never seen so many subscribers at one time.

Basically, I came up with the concept and then I build the mini site... the salesletter with the idea. I created the sales letter first, then I approach jv partners so I can direct them to that website to learn more.

P: Did you write the salesletter or hire someone to write it?

G: I wrote it myself, it wasn't that hard. It's not like it was 20, 25 or 30 pages for a \$200-product. Anyone, basically, can do a mini site like that.

Just write down your idea on paper and have a strong headline – stating the main value, benefit or the unique selling proposition of the product. Putting the benefits in the headline is really important to do.

P: After the salesletter, what was the next step you took?

G: I went and searched for joint venture partners and I didn't want too many people. I limited it to 10 people or less.

To get 10 people and to stay on schedule, which is the important thing, you have to make a plan for yourself too. If not, you'll end up going back and forth and things would take longer than you expected.

So I emailed some 20 people who had worked with me in the past - some of my better affiliates whom I knew had big lists and can contribute to the project. Since there is no way to make sure that people are actually sending traffic to the website, so I made sure to email people whom I knew would keep their words.

P: Can I conclude that the 10 people you chose were people you already know? They were not people who are new to you?

G: No. Some people were new... I allowed a couple of people who wanted to join at the last minute. I actually got more than 10... maybe 11 or 12 people by the time the joint venture promotion ended and those new people also did send traffic to the website.

P: How long did it take you to get those 10 jv partners to agree to your proposal?

G: About a week. I kept my joint venture email pretty short and I made them know that... hey! I'm emailing 20 people. If you are interested, let me know as soon as possible so I can schedule you in this joint venture. That usually makes people reply.

P: Gary, you are sharing a lot of information here...let me rephrase the whole thing so the listeners could get a clearer idea.

- You first get the idea from observing promotions by other internet marketers.
- Second, you wrote the sales letter.

How about the script, the software to send out the email - did you hire a programmer?

G: No. I made sure to make it as simple as possible. The more complicated you make things the less people would join. If you know how an autoresponder works then you know how to set up a joint venture like this one.

Basically, whenever you use autoresponder you get a piece of code that you put on your website. And people would come to your website and there will be form – when people fill that form they get re-directed

automatically to a thank you page – and you can set up the thank you page within your autoresponder setting.

When people enter information on my sign-up page, they go onto my autoresponder and join my list. Then they would be re-directed to the sign-up form of one of my joint venture partners and this goes on for up to 10 levels – from one jv partner's sign-up page to another jv partner's sign-up page.

P: So it doesn't take a rocket scientist to do all the script installation; you just use an autoresponder to automate everything.

G: Yes, that's the way I set it up.

P: So the third step was getting the 10 jv partners to say yes to you...how long did step 1 to 3 take?

G: I say about 2 weeks...to set things up, finalize everything and making sure the date is right for people. I actually scheduled a date far ahead in advance because I know people who have an open schedule in there love to send a broadcast to their members.

P: How long would it take for a newbie, who doesn't have the skills that you have, to complete there 3 steps?

G: You have to at least know html, how to set up a website and how to run an autoresponder. Once you know that, it just takes discipline and planning to contact people. In the beginning, without so many contacts, you'd have to network.

P: I see. Is launching the next step?

G: Before the launch, make sure you do most of the work and leave the least work to the venture partners.

Since I'm the one who is going to benefit the most from this joint venture, I make sure that I write the solo ad for them to send to their list if they want to. Some people like to send a pre-written or canned letter while others would like to create their own. I made sure I create the letters and told them when to send it to their list, and that everyone was clear on the "when."

P: Yeah. I can still remember when I was a contributor to your autumn promotion; it was easy for me to do everything. In fact, I didn't have

to do everything, what I needed to do was to send the email that you had written for me.

So once you have made sure that everything was smooth, what was the next step?

G: Send the email to the list on the specific day chosen. Then you try to keep track of all the sign ups, check for their emails and make sure that things are working smoothly. When you are working with this type of technology you can't be sure that everything is going to work.

As hard as you may try, something is going to go wrong...maybe someone fills up a form but they don't get re-directed to the next sign-up page and they can't continue the process.

Well, I have a lot of people emailing with autoresponder problems and I was fixing them.

P: As you did with the launching, did you have any marketing concept, strategy or anything else special that you applied? For example, did you use limited time offer to create urgency or say that the product offered is not one you can normally download for free.

G: The limited time and they could only get it from the website...those were the two things and they worked really well. Other than that, the people that I chose really have big lists with some, up to 100,000 people, I think.

The one thing that I would do differently the next time is to use tracking to increase the conversion of the sign-up page.

P: One last thing, how did you convince the contributors to do it.. what were the triggers that you used?

G: Well, I did mention Mark's promotion and quite a few people were already familiar with that concept... they were already sold on it and just needed someone to put the things together.

Another one was I asked people to give away something they were selling. Most are not likely to do that if they just have one main product that they are selling. But the products that people were giving away were something that they have a re-sell right to or one of the slowest-selling products.

The smart marketers, who are more established, know that building a list is very important and they'd rather give up that sale to get subscribers... that's how they benefit.

P: I see. The time limit offer, valuable product and choosing the right marketers are all superb ideas.

What was the next step after the launch... do you need to write email to the subscribers or take out the site?

G: The thing to remember is to keep your joint venture partners clued in to what you are doing, as far as the process goes. I had to get feedback from them and see how successful they were in getting subscribers.

And basically I just used my joint venture case study as a way to build the list later on - I created an opt-in site that display the case study and I designed it as an e-course to teach people how to build a list using my method.

P: For the listeners who want to sign up for this e-course, what is the url or is there any email address they should send to?

G: To sign up for the 7-day list-building case study that I talked about they can go to www.virallistbuilder.com/ecourse.htm

P: And this would be the e-course using the core fundamentals that you've just shared and how you managed to do the 7-day promotion successfully.

G: Yes, and also several other methods of list building that I employed.

P: Cool. To wrap up, is there anything else you want to share on this promotion of how to build a list?

G: Basically, it really is not that hard. Just get started. Most people know the value of getting joint venture like this together but they feel that it's just too much work to gather a few people together.

I grew my list to 3,574 subscribers within a week. I mean, if you were do it once a month, in a year you're going to have a list of 10,000 and above. So there...

P: Definitely. Over 3,000 subscribers in two weeks, especially when they are more responsive list... that's huge. Some people would get that in a year. I say all the effort that you put in was worth it to get 3,500 subscribers in less than 2 weeks.

G: You have to remember also the quality of the subscribers. Getting them from the lists of other joint venture partners – they already have a relationship with their lists – those people are already familiar with how online marketing works.

So when they join your list you only have to work on creating a relationship with your newly created list – sending quality information to them and not just sending sales letter all the time.

P: What other projects that you're coming out with, Gary?

G: Other than working on my niche-marketing site, I have instantecourse.com and I'm really excited about this site because it's not just a plug-in and play ecourse for people.

It has a pre-made mini site, used to capture leads and then put those into the ecourse. It is kind of a surprise for them because one of the most important ideas about marketing is that nobody ever buys anything on the first visit. So the ecourse is designed for 5 to 10 days for people to get to know you and warm up to you.

Most people are really lazy to write ecourse...including me. What I do is I provide several pre-made ecourses for people to use in their marketing.

P: I think that is an excellent product because it does add value to people. For someone who doesn't know how to write ecourse, it will cost them a lot to hire someone else to do it. You are providing a solution to people who want instant ecourse. I mean, hey! The title of the url is instantecourse.com.

G: Yeah, I'm glad I got that domain name. If not, someone else would have taken it already.

P: Thank you, Gary, for what you've shared with us. It's very valuable and excellent concept.

G: I'm glad I could help out.

Anyone not sure of what I'm talking about can go to rebrandprofits.com and email me from there and I can make it clear for them.

P: Great. Thank you, Gary.

G: Thanks for doing this interview, Patric. I talk to you later.

P: Sure. Take care, man.

Word-for-Word Transcript of interviewing Russell Brunson by Patric Chan.

Russell Brunson's Short Profile:

Russell Brunson is a 24-year old college student living in Boise Idaho. He is a nationally ranked wrestler at his university, and in his spare time runs a very successful online business. He created over 20 products in 3 different niches in the past 8 months. He is very well known for his ability to get an idea, and quickly turn it into a cash-generating product. He's also responsible for 2 of the largest JV's in internet marketing history, creating both Marketing Deal Time packages. By working 2 hours a day during college, he's already making a whopping 6-figure annual income!

Visit Russell Brunson's Website:

<http://www.thesecondtier.com>

"**Stop Leaving Your Success To Chance** - I Will Personally Train You To Become An Overpaid Super Affiliate Even If You Have **No Money, No List, And No Experience!**"

<http://www.conqueryourniche.com>

"Discover How I Earned A High **6-Figure Income** In Spite Of My College Education!"

"In The Next 3 Minutes You'll Learn The Secret That Made This 2.0 GPA Student Earn Over **16X More Money** Last Year Than Any Of The Top 4.0 GPA Honor Students - And How You Can Too!"

(Please note: There are grammatical errors as this is a word-for-word interview transcript. You'll notice that nearly all my sentences are wrong grammatically. We don't proof read what we say on phone. ☺)

P: Hi, this is Patric Chan of <http://www.automateinternetmarketing.com> and with us here is a very good friend of mine and a successful internet marketer Russell Brunson. While still studying in college Russell was already making a 6-figure income from the internet by just working as little as 2 hours a day.

He has created a name for himself in the internet marketing world that many people respect him as one of the fast upcoming rising internet marketing gurus around.

Russell, how are you today?

R: I feel great, Patric. How are you?

P: I'm doing great as well. It's 12.30pm here in Malaysia. What time is it there now?

R: It's almost 10.30 at night.

P: All right, thank you for staying up for me. What time you normally sleep?

R: It depends... if I got homework or assignment I'd be staying up till 3 or 4.

P: You know Russell I've always been curious about you and want to know more about yourself. I'm sure the rest of the listeners too would want to know more about your background.

Can you share a little bit with us when did you get started on the internet and what motivated you to get started online and build your internet business empire?

R: I got started about 3 years ago. And what motivated me was actually then I just got married to my wife and I wrestled here at my university and one of the university rules is that you can't wrestle and hold a full-time job.

So I was depending on my wife's job for money for survival because I was wrestling and going to school. I wanted to get away and help out a little bit and actually got to attend a local internet marketing conference where people tried to sell me a website for about \$4,000. I decided not to do that but it got me interested so I went on my own to start a website about 3 years ago.

For the first year and a half I tried a lot of products, I tried a lot of things and had a lot of failures that got me really frustrated. Then about a year and half ago I hit my first gold mine. What happened was I learnt from a book that I was reading of how important it was to create a product.

Well, I had this product idea that I thought would really be a good one so why don't I just hire someone to create it for me. That product is called ziprbrander.com – I created it in December, launched it in January and went out there the first month trying to market it from all the things that I've learnt and make money. The first month I made about \$1,000.

So then I got hooked and I got serious about it and started creating more and more products, started building affiliate program, started building mailing list to the point now where it is a full time business for me. It's been a lot of fun.

P: Please share with us what are the products you have right now and what are the url so we all actually can go and learn more about making money on the internet from you?

R: I have a lot of products.

My main project is my membership site, which I spend a lot of time doing it and is one of my favorite projects. That site is called <http://www.thelostfiles.com> and it is a public-domain membership site where I give out to public two books every month so people can start selling.

It's been up for about a month and so far people are loving it, the members are having a great time, and everyone is learning and earning money. So it's fun.

My other two sites are good places for people to get to know me. One is an affiliate training center <http://www.thesecondtier.com> where for the past six and half months I've been spending much time updating,

making video, tutorial for my affiliates to learn how to market products and things like.

The other is my newsletter site

<http://www.conqueryourniche.com> where you can read my newsletter and learn about how to market most things online.

P: I want to put a remark here that Russell is one of the internet marketing gurus who I respect a lot because they have their own niches, outside of the internet marketing niche, that earn them a lot of money. They make money not just from teaching other people how to do internet marketing. These are the people with proven results that you want to see rather than the other internet gurus with a lot of theories.

R: Thank you for making me feel good.

P: Well, you deserve it, man.

R: Yeah, I definitely agree with that. I think a lot of people missed the boat when they come out to teach other people how to make money... it is a more difficult way to go about making money.

I've been working on wrestling and I create product and do joint venture and this is going to make me more money than any other internet marketing site that I have. So it's a fun niche. Another one is my how to make potatogun.com site that I am developing.

There are tons of little niches like that, things that you have fun doing and will make you 10 times more money than if you were trying to teach someone else how to make money on the internet.

P: One more thing, some of us who make money from niches, they just don't reveal what those niches are for fear that they're just going to get copied, and someone else just reaping off all of our strategies and concepts into their own stuff.

R: That's true.

Something kind of neat that I've been doing at

<http://www.conqueryourniche.com> is a bunch of case studies of people from other niches...you never heard anything of them, none of them has ever written anything about how to make money but they all are making money.

I do interviews with them and I'd be posting all these different case studies on the site. It'd be really interesting to see some of the niches that people are making a killing with.

P: Exactly. It is so much better if you have case study because people can relate to it.

The thing is people don't really want to reveal their niches. For example, I have my own niche in dog and I wrote the sales letter and the next thing I knew people who were doing other niches, in fishes, cat and etc had their sales letter looking exactly the same as mine except for a few words – they used cat instead of dog.

So it's pretty absurd that people can just copy your stuff, apple for apple, and just removed a few words. So keep a really low profile on your niches.

R: Frustrating.

P: Yeah. And Russell, before we get into our main topic for today, why don't you share a little bit on what is public domain. People who are new would want to know what you have in store at thelostfiles.com and why public domain is the new potential profit-maker on the internet?

R: I'd love to. Like I mentioned earlier, I started having some success on the internet when I had my own product to sell.

A few months back I learned about public domain work - it is product and work like book, movie or music with the copyright on them has expired. After the copyright expires you are able to take that product and sell it as your own.

I got really excited about this and there are more products than what I'd like to tell you about that are now in public domain. I have just sent off one of my wrestling books into the collection... actually been recorded into a book on CD and it's being printed right now.

Basically thelostfiles.com is a site where I give people 2 public domain books each month. They can take the books, they can sell or do whatever they want with them. I give them sales letter written by a professional copywriter and I have attorneys working with me on public domain product and give a written certificate about it.

Things like that...where you can come in and each month have 2 products of your own and start selling them rather than have joint venture with other people.

So it's been a great site for people who are just getting started online, also for those who have been doing it a long time and are looking for more content for their websites. There are all kinds of possibilities you can do with it.

P: Can they use the content without mentioning the author at all and change the whole thing... grammatically or anything like that?

R: Yes. You can take that book and do whatever derivative work out of it. What that means is you can take it and turn it into your own book.

For example, people like Walt Disney had done it with the story of "Snow White And The Seven Dwarves", which is a public domain story and he turned that into cartoon or make other derivative work out of it. You can take this type of books and do the same kind of thing... turn it into your own book and publish it under your name, you know, that type of things.

P: Wow! You mean you don't have to mention the seven dwarves at all?

R: We actually have a training center... we did that interview with Bob Silber, who is a lawyer and he does a lot of public domain stuff and he talked more about that - but don't quote me on that – he then talked about if you make enough changes to the actual book, you can change the title, and you can put yourself as the author... it's a pretty exciting area to make money with.

P: Cool! This is a whole new thing for me in the sense that I've never done any public domain stuff.

So for those who want to know go to thelostfiles.com. If I'm not mistaken, I've been to that site and it's actually a good resource for anybody who knows nothing about public domain as well as for those who already know about public domain.

You have your training center for those just starting out. Those who already know what public domain is, they can just go and get the

content there instantly and the internet marketing training that you have.

R: Exactly. What's nice about it too is that you don't have to do any of the work. It's all done for you.

That's one of the problems with public domain - people don't like it because it takes a lot of time to find the book, get a lawyer to look into it. I've done a lot for you...just walk in and start making money today basically.

P: Yeah. And you know what? I didn't tell anybody but I've put out one of your public domain stuff, I put out the sales letter, everything I followed exactly the same and I sold one copy of it already by now... a copy of the "perseverance: how to develop it" because one of my niche markets is on self-improvement.

So I managed to sell it and it was really easy, I didn't even have to do anything at all as you've prepared the sales letter and the book.

R: Great!

P: It's instant income generator for me because I just needed to upload it and it is selling.

So now I'm going into the main purpose of today's interview – list-building strategy that can grow our lists quickly and easily rather than the conventional method of building a list.

Can you share one of your list building strategies that have made you very happy and proud of the list that you've built?

R: Before I explain what that was, I want to explain a concept that make this possible for me.

When I first got started online – "build the list, get the numbers, have a newsletter" – is a very good information to tell someone but they didn't really teach you how. You know I tried building for a year and at the end of it my newsletter had 200 people and none had ever bought anything from me... and I got mad and frustrated! How in the world do these people made a list with 50, 60 thousand people?

Then what happened about a year and half ago, when I started having some success, I bought this course by Mark Joyner – he was probably

one of the kings of viral marketing. He talked about it and when I listened to this course I got really excited.

One of the concepts he really drilled into you was the fact that if you can build a system that makes other people build list for you, give them the incentives to build it for you, and then give the people who sign up under them the incentives to build the list for you, then your list is going to grow quickly and virally.

So I learnt that “oh, that’s how you do it” and then it gets me a list of 20 people, and it builds it and builds it, and suddenly your list gets huge.

I used it actually on 3 or 4 of my different websites. The 1st one I used it on was at ezinefire.com and the second, was at affiliatepowerads.com. And the one that has the most success is at <http://www.residualoptinprofits.com> . And if you read the sales letter to that page it basically tells you exactly what I did, how difficult it was for me to build a list...how I learned about viral marketing.

Residualoptinprofit.com is a website that would build your list for you through viral means – basically you go and sign up for it, and you build 100 people underneath of you and how many people you are able to get.

And then you give incentive to people below you to go out and build a list and they can add up 10 to 20 people to your list, and a whole other people sign up and it keeps building and keeps building, and it just continues to grow like that. It is not only the people who get referred to you but also all the people below them get added onto your list.

That’s the kind of concept of viral marketing, of viral list building, that I was able to implement into that site and it helped a lot. I mean, in the first week, we got over 5,000 people signed up, which beat the 200 people I got in that first year, and it continues to grow till this day bigger and bigger.

What I want to stress is that you can actually use that concept in other markets really, really well. Tell you a couple of examples... if you go to friendster.com, it’s a viral website in the Friends community and it has 8 million membership right now - simple little site where people sign up and tell their friends about it and they tell their friends but within less than a year they built a membership of over 8 million people.

I'm right now building a viral website for wrestling - to build a big wrestling community virally - where I could gain a few more people also that way.

P: I always wonder...how does friendster.com actually make money?

R: They sell advertising.

They also have a newsletter that goes out once a month and they promote other products in there. I'm sure they make millions of dollars a year just from advertising on that site alone.

P: Wow, that's huge!

What is unique to your residualoptinprofits.com compared to other list building websites?

R: There are a couple of twists to it.

The first part is where the residual comes in... you refer people to the site and they join and there's an upgrade option for \$17/mo and for everyone you refer and get upgraded, you get \$10. So if you send 100 people a month you get \$1,000/mo of it.

The other one is the forced nature. If you sign up under somebody and they promote it and they'll drop people under you also.

P: I noticed your website does not mention your name.

R: Oh, yes. That's something I kind of want to test. If you sign up and you promote, it'll look like it's coming from the person promoting it.

You know, if you promote website, people think it is your site and you build your own credibility that way. Your name is actually in the ad copy for example...from Patric Chan...it's a kind of a cool little feature.

P: Yeah, when I promoted it last time...I had one subscriber emailed me and asked, "Is this yours?"

Some of them don't realize that it is actually from you. So, like you said, it adds a lot more credibility and whoever sign up, they feel like they are coming on the first level.

Ok. The next subject I want to pick your brain on is what strategy do you recommend to build a huge list and fast?

R: Well, this is my number one secret as internet marketer... I've told very few people at this point. I'm working on a big course that I keep as a secret because it is so powerful - about 2 weeks ago I was at a big seminar and I mentioned it and I got a standing ovation.

Afterwards there was a line of people asking me about it because it is such a powerful concept.

It is something that seems kind of simple when I first tell it but when you actually see the power of it, you're gonna be blown away. I stumbled upon this concept a little over a year ago when I was learning and trying to build my list. And I was in a forum called the warrior forum. There were lots of members in that forum and there was a thread in there.. someone said:

"What's the most important thing after you've become an internet marketer?"

Everyone said: "It's your mailing list, it's your mailing list!"

Well, it is really interesting to me when Allen Says - probably one of the richest people in that forum, the owner of that forum - he broke in there and said "I don't use my list at all. The thing that is most important to me is my affiliates."

Then it struck me... wow! that is even more powerful because if you have a list of affiliates to promote products for you... there are a couple of benefits to that.

The first is you have a different relationship with your affiliates than you do with your newsletter subscribers. With affiliates, they are looking for your new products and they want to sell them. So you are able to just pitch your products to them without having to worry so much about newsletter or things like that.

The second, every one of your affiliates have their own mailing list of a 100 or 1,000 or 100,000 people. Let's say you build an affiliate list of 100 people, and each of them has a list of 1,000 people and suddenly your list is huge.

So I started focusing a lot of my time and effort on building my affiliates program as oppose to building my list. As I build my affiliate program, every single person that get added on to my affiliate list would multiply that list by about 10 to 100 folds.

You know Joe Christopher – he is called the master list builder – and I have a copy of his course that talks about the different types of list.

You have your customer list, which is very valuable; you have your newsletter list; then there is something called your super list, which is your affiliate list, because each one of the people on that list is worth 10,000 people or more, some are worth 100,000 people. *So that's the type of list I recommend building.*

And that's what my course is going to be all about, which should be out in another 6 to 7 months - it goes over a lot on how to build that affiliate network.

P: Russell, what made you think this is going to be successful, in the sense that you haven't implemented this strategy yet. What made you think it's going to work or have you seen someone who has done it successfully?

R: It is something that I do use and has been working for me. Right now my affiliates are earning me an average \$20,000 a month, so people are flowing into their lists and that's nothing to do with my lists at all. It is only their lists... so that's the power of it.

P: Wow!

R: I went to Big Seminar, got up and said: "I've 6,500 affiliates and they are bringing me \$15,000 to \$20,000 a month, month after month, and I don't do much of anything to get that money."

My own lists bring in a lot of money also but I do a lot more work to earn that money.

P: So your main income generator is your affiliate list because you have 6,500 of them, and that's a lot!

R: Yeah. That is something that has grown over a year. I've been working on building it. Like I said, building an affiliate network is a little bit different from building a list. There are people who probably

can teach you better on how to build a list but as far as building an affiliate network, I have done a pretty good job of it.

I haven't seen too many people who spend a lot of time focusing on building their affiliate program. The few that have, they just launch a product and have others promoted it but there are also hundreds of others who launched products of the same kind.

P: Yeah. The way I look at it, it is already a tough thing to do to build a list of 6,500 subscribers but a list of 6,500 affiliates. That's a lot! And you did it in about a year?

R: Yeah, in a little over a year and that list is so much more responsive because it's not just something where they click on to an option box to sign up. If you want to become an affiliate you have to put in your name, your social security number and all that information... it's a longer process.

So those people are more qualified than whoever just off the street who opt-in to your list. And I make more money promoting things to my affiliates because they are the more qualified people most of the time.

P: If the listeners and myself want to follow your strategy starting from zero, what would you recommend the first step to be?

R: I would set aside a special site to do my affiliate program. If you go to my affiliate program site <http://www.thesecondtier.com> – all my other sites go back to it. That's the first thing that gets promoted to you if you buy a product.

On the download page it says, "you've made your investment, sell a few copies and you will make back what you've invested"... things like that, which make people excited about the affiliate program.

I've been spending a lot of time in the last 6 months at the affiliate center updating it. Inside, there are tutorial and videos that show people how to become an affiliate – it's a hard job if you don't know what you are doing. So I give people video, tutorial and I do tele-seminar training on how to do that.

So if they are first-time affiliate they'll learn from me. Then they sell one of my products and these people are really faithful to me, and if I have other products, they have no problem of selling them too

because I'm the one who taught them how to become affiliates. There's a strong bond there.

So that's my first suggestion – build your affiliate program site and spend a lot of time on it, focus on giving training tools and techniques that are going to help your affiliates. You want to give them as much success as possible - the more success they have, the more they sell, the more money the both of you are going to make.

P: All those training you provide at thesecondtier.com – do you do all of it yourself or would you recommend re-sell right, get other people to train your affiliates?

R: That's a great question. It depends on how good an affiliate you are.

If you are a good affiliate you can train people yourself. If you aren't that good you can borrow other people's articles.

One thing I will do at my affiliate center – if you want help you let me know, give me a call. And I'll provide whatever it is that you need... video and that type of things. I mean the more you train them the better affiliates they become and the better it can be all around.

P: Yeah.

The next question is, once you get your site up and all your training materials are there, how do you actually promote the site and get people to join your affiliate program?

R: Ok. One thing that I've done and it works very, very well is I've made it a requirement... if you want to join my other site you have to be an affiliate.

There was a promotion that I did about 8 or 9 months ago at my site <http://www.affiliatepowerad.com> where, when you sign up, you can put ads for different affiliate products on your website - kind of like google ad – and you get commission every time people buy through your ad/website.

Now, when I promoted that site, we had a huge launch in term of the number of people who promoted it and when they signed up, they are able to place on their site the ad for joining the affiliate program – so they could sign up for my affiliate program and some other affiliate

programs. And so that was one way I was able to do it... was to require it.

If you can figure out a way to do that it's something very, very powerful. It was very successful for me... I had over 1,000 affiliates in a week just with affiliatepowerads.com.

What is also good about affiliatepowerads.com is that people put my ad on their sites and, even if they never promote it again but they still have the ad on their sites, it can still earn them easy money. You create things that are very simple like that.

P: Yeap.

R: Another thing that I learned from was how very important it is to make sure your affiliates have every kind of tools that they could ever want. Make sure you have banners and things like that, even if they don't really work that well because some affiliates out there - banner is all that they do.

They're just learning, creating and they want that kind of stuff. So provide tons of tools for every one of your products and hand out to the affiliates so they can promote whichever way they like the best.

P: That's a great tip. I missed using that strategy of providing all sorts of tools to affiliates.

R: One more thing I would recommend ... I had just been doing it last week and it's been great so far ... recruit people to be joint venture broker for you.

Jason Cox taught a course last week and I was his no.1 selling affiliate because I give everyone, who purchased through my link, the opportunity to become joint venture broker for me – they promote my affiliate program. What they are doing is that they have a lot of people now working for me, going out finding other joint venture partners and affiliates, and they are going to benefit by earning second-tier commission.

So I recommend strongly hiring some jv brokers to find people who are just getting started to help you promote your affiliate program and make a lot of money doing it.

P: Apart from affiliate commission, what incentives do you give to convince the new people to become your jv brokers?

R: Two things.

First I call them on the phone and work with them to find out what are the products they'd be most interesting in promoting.

Then I tell them that if you become my jv broker I would raise the commission on your second tier. So instead of earning your 15% you gonna earn 25%.

The 3rd thing is that you are basically going to coach them. I put a special package in my affiliate forum for those who want to become joint venture broker - in there I do some private coaching, I go over the newsletter they are sending out to joint venture partners and stuff like that.

I want the guys to see that the better they do, the more money they're gonna make. I think the personal attention really gets people excited and the fact that they don't have to a product, don't have to have a list. They can just completely work off on my credibility, go out there and promote my products and make for themselves a lot of money.

P: So those are the three ways to promote your affiliate program:

1. You have a viral marketing site affiliatepowerad.com where people can join for free, and they have a chance to join your affiliate program to earn commission from promoting affiliatepowerads.com.
2. All the customers who purchased, at the thank you page, they get a chance to be an affiliate to promote the product.
3. Use jv broker to recruit more affiliates for you.

Three great strategies there. Do you have any more of these tips to share?

R: Well, I have lots of tips to share...you have to look out for my course that is coming out in a couple of months to learn more. Ahmm, I can maybe give one more tip....

When you are creating product, make sure it is really unique and exciting for people and you'll have people begging to become your affiliates. They're going to go to your site and say "This is a cool product, I've never seen anything like it, I want to promote this to my people, what can I do?" They can't wait to join your affiliate program because your product is just so cool.

P: Definitely. At the end of the day, to have JV partners and affiliates, you must have an excellent product because you can't expect them to promote your product simply to make money. They want to add value to their list of subscribers as well.

Ok. Once you've got your list of affiliates, is there anything special or incentives like ebook, weekly training, that you give them?

R: I'm graduating in less than a week. And I spent the last 6 months re-building my affiliate center and I'm re-opening it here. Probably in the next 3 weeks I'm going to re-open it and have a big campaign.

Maybe I'll be doing weekly training with my affiliates to teach them how to do training, and record those sessions. So it'll be at least a weekly training at first, then on every other week.

Another thing, there are going to be training from other affiliates – people from out of my topic, people like you, people I worked with a lot before and people who sold a lot of my products. I'll bring them on to explain exactly why they are good affiliates and what they do to promote.

Lots of different things like that but basically my focus in the next 6 months is to help my affiliates to do better and increase what they are doing. I want to keep them growing, have fun and make money.

P: Yeah, that is more important than anything else – having fun and make money. Is there any other thing you want to share about list building strategy?

R: List building activities, at one level, are your own effort – post articles and newsletters, join different forums and communities to have new target markets, be a part of them, post messages... basically find your target customers and be part of their communities.

At another level, you leverage on other people to do the job for you. Figure out a way to implement a system whereby other people can promote your newsletter for you.

An example of that – not quite viral but something really simple - I have a wrestling tool bar that I download to people who read my newsletter. I go to all these wrestling websites and say “I’ll put a link for my tool bar to your site if you have a list of people to promote it to.” Most wrestlers don’t go on websites to make money; they just want to put cool reference stuff there.

So that’s a viral thing and I got people working like crazy to promote it.

P: Right. I’m learning a lot here and I want to summarize the things so far.

- The best way to build your list quickly is to leverage on the affiliate program you have.

I’m just curious that, if someone doesn’t have a product to sell, can he use this strategy as effectively?

R: I recommend that he find other product owners and become a broker for anyone of those guys first, get under their wing, learn how things work and leverage on what other people are doing for a while.

Second, set up a site just for your own newsletter, write a little content and you can do this on whatever niche that you are in. If you are into wrestling, write a wrestling content. If it is dancing, write a dance content... make a little report of about a page and half long. Make a sign-up letter for it... “get a free kit to learn how to dance..whatever” and email it out.

Go out and drive traffic to your website. It doesn’t take a lot of effort to find the community of whatever your target customer is going to be.

Ask yourself, what kind of people are going to buy this kind of product. If they are wrestlers, find out where the wrestler forums are, become a member of that community and drive people back to your sign up page. If you do that, within a month or two you’re going to have a couple of hundred members and you can start promoting your product or other people’s products or whatever you want to do when you have a list.

P: I know Russell that you're very selective in finding your jv broker. But for those who missed the earlier offer to become your jv broker and want to become one, is there any email or certain subject matter that you want them to send to you for you to consider them as your jv broker?

R: I'd be looking for more people every 3 months, so go to my help desk at <http://www.customerhelpdesk.org> and tell about your qualification and why you want to be my joint venture broker.

P: You're probably going to get an email from me very soon.

R: All right, I'd love to have you on.

P: Now that we know how you built your lists, we also want to know what are your upcoming products that you'd be releasing down the road.

R: Well, if you are into building potato gun, I'd be releasing that course in about a month.

There's also a couple of thing that I'm working on. The first is my affiliate boot camp – I'm going to train them exactly on how to make tons of money as affiliates. They will go through all the things that I do as affiliate, and also learn from the successful people I work with.

It will be the most comprehensive affiliate marketing yet simple-to-understand course ever. I actually built the course as I was teaching my brothers how to be affiliate marketers for me. The training that I give them are my best stuff that I never told anyone else at this point.

So if you join my affiliate program at thesecondtier.com you are going to get from me a phone call or a newsletter with information that I won't be promoting on the websites.

P: Is it going to be an exclusive membership?

R: No. It's actually going to be a dvd course with workbooks. It's going to be really exclusive.

The other thing that I'm working on is exactly what I've been talking about tonight, which is how to build affiliate network. Having an affiliate network is one of the biggest blessing to my business... I've been going to school full time and wrestling for the past 2 years and so

I didn't have much time to dedicate to my business. Affiliate program has been a huge leverage for me to make money and not that many people have successful affiliate program.

The course would be ready in 6 months and if you join my thesecondtier.com or my newsletter at conqueryourniche.com, you will find out when all these new things are ready.

P: Ok, let me repeat. Subscribe to thesecondtier.com and conqueryourniche.com to find out about Russell's latest products.

Since this audio recording is going to be made permanent at a later time and your products might have been released then, can you tell us what are the url you will be using for the upcoming products? You know, some people may have missed the announcement on your websites.

R: The url is going to be at <http://www.buildyouraffiliatenetwork.com>.

P: Ok. It's 1.15pm for me now, and I assume it is 11 something there

R: It is. Happy to have lunch, huh?

P: Yeah, I'm getting hungry and I think I'd go for McDonald's...

Russell, thank you so much for your time and valuable sharing tonight. It is totally unique because I've never considered building a list from affiliate list.. letting my subscribers build my list, and I want to thank you personally on that.

R: No problem. I have a great time and I appreciate your effort.

P: Ok. That's about it. Thank you so much, man.

R: No problem.

P: Take care, buddy.

Word-for-Word Transcript of interviewing Bryan Kumar by Patric Chan.

Bryan Kumar's Short Profile:

Bryan Kumar has been showing others how to make quick and easy profits from the Internet using his 'Shortcut' methods, since 1996. He was also one of the first to write a manual on "Permission Email Marketing Strategies" - a subject that was rarely touched by other marketers at the time. His ebooks and reports have received rave reviews from some of the best marketing minds online and continue to help both beginners and advanced marketers bring in more profits fast!

Visit Bryan Kumar's Website:

[Marketing Shortcuts](#)

Renegade Marketing Expert Reveals All The Hidden Shortcuts to Creating Quick & Easy Profits From The Internet!

[About Secrets](#)

(Please note: There are grammatical errors as this is a word-for-word interview transcript. You'll notice that nearly all my sentences are wrong grammatically. We don't proof read what we say on phone. ☺)

P: Hi, this is Patric Chan of <http://www.automateinternetmarketing.com> and with me is a very good friend of mine, Bryan Kumar.

Bryan Kumar has been teaching others how to profit from internet quickly and easily using information products since 1996. Bryan is best known for taking the most powerful marketing strategy and concept and simplifying them so it's quick and easy to implement. He believes that by automatically systemizing and multiplying your businesses you can reach your goals a lot sooner, much more cost effectively and with considerably less effort.

Hi, Bryan.

B: Hi, Patric. How are you?

P: I'm doing great. How about you?

B: I'm doing very well, thank you.

P: Awesome, man. I'm calling from Malaysia and the time is 11.25am. What time is it at your place now?

B: Well, I'm in California, as you know, and the time here is 8.20pm. It's the difference between night and day.

P: Yep, it's not easy for me to get you to stay up for this interview. So thank you for that.

B: Oh, you're very welcome. You've put together a really nice...a great project here and I'm glad to be part of it.

P: Great. Bryan, can you share a little bit with me and all the listeners today on how you started to venture into online business since 1996. What prompted you to start this business empire of yours?

B: Well, when I first came on to the internet, I was just like everybody else. I came just to view the internet, get information, use the email basically and do some research.

But since I have some direct marketing mailing background I started noticing just all the marketing that was going on very quickly all the commercial emails I've been getting, the banners and light bulbs started going off in my head. I went to do some research, started reading up on it, finding some books. There weren't too many back then, but anyway, in my research I found that internet marketing works.

Then I started reading a lot about online marketing and within a short time I had my own line of products.

It teaches other people how to do it quickly and easily how to find the quickest means and ways of marketing and getting traffic and, I guess, a lot people liked what I was writing and what my focus was. It kind of took off from there and I just started products also teaching about marketing

P: Right. Can you share with us your line of products you shared with us a moment ago and also some of the url so the listeners who are interested to know more about can actually go and see.

B: Sure. One of my main sites is actually <http://www.about-secrets.com> and to make things easier, I just launched a new one, which is <http://www.marketingshortcuts.com> and it's a site that I'm starting to fill up and basically all of my products... my newsletter, my articles will all be there.

Some of the products that I've done... one of my main ones is <http://www.emailmarketingstrategy.com> that I did back in 1997-98, I believe. It really took off because people were just discussing it back then and it was really a controversial subject. And that kind of did a big launch for me.

The other subjects, as far as marketing is concerned.. traffic generation, they can go to either of those sites – about-secrets.com or marketingshortcuts.com and get info on all my products and I'll be adding more shortly. They can sign up for my newsletter and get an update on my new products.

P: Ok. The main reason for this interview today is we'll be focusing on the topic of list building, which most of our subscribers are looking toward how you can build a list quickly and easily, instead of taking them the long way or the standard way of building a list.

The questions that we have for you - because of your experiences in internet marketing and the things that you've gone through - What would be the best list building strategy that you've done successfully?

B: Well, first of all, what I'd like to tell people is that pretty much everything you do with your marketing online should somehow help you build a list. So pretty much every report, every ebook, every article is really a list builder.

I give you an example of a recent one. What I've done is I used online forum, and I published an article, and I kind of viral it. So that's how I pulled in over 1,000 subscribers in a week. And also my other one, **basically using joint venture**, which I think is still a big secret for most people.. they heard about it, others talked about it, but not quite using it as fully as they should.

P: I do agree with you about joint venture. In fact, the previous internet marketing gurus I interviewed, most of them spoke about joint venture. About posting on forums, you do have a unique way to build your list from there. The rest of them have not shared about this powerful list building strategy.

So before we go to the next step of actually picking on your brain on how you had achieved doing that, *I would like to know and understand what made you think that posting on forums would be successful?*

B: Well, to start off, posting in forums for most people is not as successful as they would like it to be. It doesn't work very effectively but that brings up another point. Whenever you work on a strategy you want to ask yourself "what is it that most other people are doing and how can I do it differently?" You know about USP and how to make it unique and build your business. It's really important.

P: You can go ahead and share with us about USP as well because, from your marketing experience, we may learn a few more things about.. the concept behind USP.

B: Oh, thanks Patric. Back to the forum, what I did was I wrote a report and this is actually on self-defense because one of my friends just launched a new product about self-defense. So we just hit on the self-defense and martial arts forums and we published an article...a really powerful article with a perfect title

"Five secrets to winning any fight."

P: Wow!

B: Yeah. Part of the strategy is that *your headline must really be powerful and grab them*, and you have to follow up with a really killer article that just grab them. Otherwise you'd lost them coz there's already so much going on in forums as you already know. They get cluttered and people get lost.

So that's part of the strategy.. Hitting them hard and once they published the article, at the very bottom of it I just said "to get the other part of this article – because the article just listed the first three strategies.

P: And Bryan, you said it is a martial arts niche market. It is not another internet marketing niche?

B: No, not all. We basically built the list without any help, without any joint venture partner, without any ...

P: Yeah, that's what I respect about you, Bryan. You make money online from niche market, which is not another teaching other people how to make money from the internet. Of course, you do have that.

Because of your success, you made money from your self-defense niche and things like that, I want to stress to the listeners that one of the ways to make sure that you're learning from a real guru – they normally have outside of the internet marketing niche that is making money for them.

B: Very true, Patric. And thanks for the compliment.

But yeah, if you can make money in any other niche outside of online marketing, then you're doing very well. Especially now that it is so competitive, the niche market is definitely the way to go. It is also less competitive and a lot more profitable as well.

P: Yeah.

Bryan, if our listeners or myself would like to follow your strategy from A to Z, can you lay out for us a step-by-step plan for us to follow.

Where do you search for your forums, what do you want to write there, and how do you attract people to read in the forum? Give a blueprint for any newbie who want to adopt your strategy and build their list like crazy, like how you did in your self-improvement niche.

And I assume that your strategy actually applies to other niche, even outside of internet marketing, because you've done it in self-defense. So what's the first thing I need to do, how do I incubate an idea, where should I look for a forum, where should I start if I want to build my list through posting in forums?

B: The first thing I do is search at <http://www.google.com> or <http://www.yahoo.com> or the other popular sites and directories. Do a search for self-defense forum if that is the niche you are after, or martial arts forum or anything else related to the subject you want to write about or sell.

Make a list of the forums and, if you want, you can also check on the traffic they are getting. You can go <http://www.alexa.com> or another site for that and just get a feel for the forums that fit the top 5 or top 10. You don't want to spread yourself too thin and target more than 10 forums, at least for starter. Instead of doing quantity, get the best, the top ones that are getting the most traffic.

P: So once I located all these forums by using yahoo or google, what should I do next?

B: Once you got a list of them, get a feel of how the forum works – what the rules are, what they conduct, how people interact with each other. Each forum is a community with its own set of rules, regulations and the things they frown upon. You want to kind of get an idea of what that is before you start posting. And definitely before you start advertising.

So get a feel for the forum, start asking some questions, helping a little bit. Then if your article is really a powerful one that really has value.. if it provides a lot of value, you should be able to post it and people would love the article and start hanging on to your coat.

But like I said forum is just one strategy. Joint venture is still at the top on my list. In term of forum it takes a little bit of time in the beginning to get the feel of it, and then start posting. Once you get to the stage where you get to post – post one really solid article with a headline that really just pull people in.

P: So headline is the main attraction to get people to read the post?

B: Right. If the headline is not compelling they will not get to read the rest of the article.

P: For the newbie, what type of headline should we write? Do you have any tip on that?

B: Any headline that focus on a strong benefit... it makes a promise or "how to do what .. blah, blah, blah...is always a good one... anything that says powerful benefit of your product.

You can say "how to.. whatever" or you can even skip the how to and bring in just "5 simple steps to...".

Don't get too fancy. The first thing in a forum environment is you don't want to hack it up too much. You basically want to provide a solid benefit.

P: When I'm going to do the first post on the forum, what do you suggest the post should be? Should the first post be an article?

B: Your first post – it would be a good idea just to introduce yourself. You can say "Hi, I'm new to the forum, I'm an expert in whatever, I've been participating whenever I can." An introduction type of post should be your first one.

And then, you just start kind of participating, asking some questions, start answering a few and just sort of get people to know who you are... You are entering a new community and getting yourself known. I say, within a week or two, share one of your articles. You can say "here's an article that I did that my folks really enjoyed and I decided to post it here."

You can't hyped it too much, just be very personable, you know. Because of the environment that we're dealing with.. it's kind of different from what your website would show.

P: For a newbie like myself, *how many posts you recommend we should do in a week?*

B: If you can, once a day would do. You can do more than that. It's really depends on your time but, if you really want to build your

business that way, at least go for one to three posts per day. *Think of it as you joining a new club and making new friends.*

P: That's a good way to look at it.

B: List building, as you know, is all about network. Whether you do joint venture or anything else, it's about people, making friends, making connection and you're building trust. You're helping each other out. That's basically how a forum would work as well.

P: How much time would someone get involved if they are using this strategy to get traffic to their site?

B: The forum is something that I don't use too much. It's just something I did for this particular product. It is a good strategy to have if you have time to go at least once a day, and start getting familiar with the members there.

The bottom line is, if you are really interested in building a list from that niche market then I would say spend as much time as you can over there.

For example, the internet marketing Warrior Forum, I spend so much time there that almost everyone there knows me now. It really depends on how much time you want to spend there, how much time you have, and on your own goals. If you can spend at least an hour a day, that would be very, very solid.

P: After you do your posts in the forum, how do you get your list built?

Someone would read your post, what's next?

B: Well, like I've explained, forum isn't the best way to build your list so that's why you want to do something different. What I try to do is in every strategy I try to incorporate a viral system into it, sort of put it into hyper drive. That's what I did with the forum strategy.

The first article that I posted, listed the first three strategies out of the five that the article was about. On its own, the article was pretty powerful, which was how I was able to pull it off. At the end of it I said "if you would like to get the other half of the article, you can go sign up..or you can get it from this website."

So basically, everyone who likes the article and those really are whom I'm targeting for, those who enjoy it and wants more, they could go to my site, submit their email, and get the other half of the article.

And you can even have two or three parts of an article. The steps don't have to be broken. You can say part one – "How to", part two – "Pitfalls to avoid ...", you know what I mean.

P: Mm ugh.

B: But anyway the signature file at the bottom of the article would send them to the site and there they would sign up, I get their email, and they get the rest of the article.

But what I've added to this strategy is I've made it viral. Anyone who wanted to pass on this article to others, they could do that. They can get a pdf file of the entire article and they can set up their own website and start passing the article out.

P: Yeap, and their website actually get more content from your article.

B: Sure, definitely. And another reason to do this with the article.. what your offer could do to improve upon the strategy is to let others customized the article and they can earn commission off the article that they spread to the rest of the world. It gives them a little more motivation to pass it on.

P: Ok. Let me just rewind the whole step-by-step process that we just discussed.

The first thing is we go to yahoo or google to search for the forums that are related to whatever niche market that we are into it.

Step 2 we actually go to the forums to read the posts to get familiar with it.

B: Yeah, you want to pick the ones with the most traffic; the popular ones and you want to get familiar with them.

P: Once we get familiar with it, we start to post and the first post should be an introduction of ourselves, and then if we can we try to post once a day and after two weeks we can post an article on the forum.

From there, those at the forum who read your article and at the end of it, you actually tell them that, if they want to read more of this article, they can actually go to your website.

When they go there, you actually build your list by letting them opt in to a certain list for them to get more content of your niche. Is that right?

B: Yes, that's right.

P: Great. Wow! It's a pretty simple concept, unbelievably easy but there are so many people who are not aware of it.

B: Yeah, and like I said, everything must be done right; it must be a very powerful article and very powerful headline and then, of course, your opt-in list should be well designed as well.

P: Right. Do you have any extra tips on getting a list from forum? I mean, is there any insider secret that you've not done sharing with us yet?

B: Always carry a signature file and I would say, a sneaky way to leave your signature file is to zero in on posts that are getting read the most. Take the posts that are read by a lot people, the ones that are getting the most attention basically. You can read through that and see if you can participate in a helpful way, not just some funny comments so people can see your signature file. You want to provide some value.. that's always a good way to do it.

You are looking at hot topics that people want to talk about, want to learn about and, of course, you can always start a new topic that touches on one of the hot subjects that people want to learn more about or just enter discussions on one of those hot topics. That is really one of the principles.

P: That is one of the ways to build a list. Like I said it's a very unexpected strategy that many of the marketers are doing quietly and laughing all the way about their lists are growing.

B: Yeah. Forum is one of the ways. If I were to pick my top list building strategy...joint venture is at the top. You would agree on that. If it weren't a joint venture you wouldn't be doing this project right now, agreed?

P: Agreed.

B: I guess what people want to do is target on existing pool of customers and subscribers and the best way to do it is through joint ventures.

If you really look at it, going to a forum is sort of a joint venture. You are going to an existing traffic pool: you are joining a community. It is about people, building relationships, finding new partners...sort of the same things you're doing in joint venture.

P: Exactly. Sometimes you meet your joint venture partners in a forum.

B: Exactly, you meet a lot of like-minded souls at these forums. I think you and I met at the Forum, didn't we?

P: Yeap. From Jason Mangrum's introduction.

B: Forum is really a great way to build a network really fast...meet great people, make friends and business partners. So whichever field or niche you pick in marketing, I believe if you can find some great forums related to that field, definitely go hang out there. Become a regular there, make friends. So many things could happen in a forum.

P: And also, the power of forum is once you built your list you know these subscribers are very responsive and targeted subscribers. It's better than getting a huge list that is not targeted from elsewhere. Even with only 500 subscribers on the list, these 500 will probably make more money for you than any of those untargeted lists.

B: Exactly, that's a very important point. You want a responsive list...that people are awake and reading your emails that you sent out. A list with a million names.. a bigger list isn't always the best way to go.

P: Bryan, in the future I'd probably be doing an interview with you on the topic of joint venture. All the marketing experts that I've interviewed spoke about joint venture.

I think it is a very important subject that many people can learn from but it's just that the time doesn't really allow us to go into joint venture in depth today. The topic is huge and you've got so much to share about joint venture.

There are so many things about joint venture... swapping ads, endorsing products...it's huge.

B: Totally. So much you can do when you have joint venture partner, not just endorsing and email or product to review. What you're doing here today is a perfect example.. it's very creative and just a win-win for everybody.

P: Bryan do you have any upcoming project or product you are planning on that you would like to share with us today?

B: Well, marketingshortcuts.com is really the one to keep your eye on. What I was doing...one of my upcoming projects will be just listing all the stuff that I've learnt over the past years being in the marketing business.

And I'm going to share all of those tips quick, fast, explosive and viral there and put it on autopilot so that once you get one started it, continues to work for you automatically. And you can switch to the next one so you'll have multiple incomes coming in, for the most parts on autopilot.

So marketingshortcuts.dom is probably the best one I could share with you. I also have marketingshortcut.com (without the s) but that's in the work. Either one would work but for now it's marketingshortcuts.com

P: For those listeners out there you probably want to see what Bryan has in store for us because Bryan has been marketing since 1996 and now is 2005. On average he's been online for 8 to 9 nine years and there's so much things he could share with us especially on shortcuts.

I mean, I've been marketing for 2 years and I'm still learning each day and I'm leaning from people like Bryan and so on because these people have been exposed much more about the internet marketing from the day it actually start to bloom.

For what's coming up next, what it holds for the future and things like that ... go to marketingshortcuts.com after this or your recording that you are listening to.

B: Thank you, Patric. I appreciate all the kind words. I think people also need to realize that what you're sharing today is worthwhile.

Firstly, you got success quickly, within a couple of years of work with some really big names and that's something that people should pay attention to and learn from. You are in very good company there for sure.

P: Thank you. And it's all about joint venture, man.

B: That's right. If you want to build business fast, start doing joint ventures. Actually what I do is I tell my client is to send out at least one joint venture letter per day. Most people, they do two or three and then they give up. But to build your business fast, joint venture is the way to go...go to people who already have lists, make friends and help them out.

P: Ok. So Bryan, do you have any final words you want to share before I wrap up this interview?

B: I like to repeat that everything you do *really is a list building strategy or it should be. At the very least, every report and article you do, try to add in some kind of opt-in form, some kind of free offer to it. And wherever possible try to make it viral so that it continues to work for you long after you put in the work.*

And think big. You gotta have a mindset of always thinking big. You want to be one of those guys who can see what's not there yet, focus on abundance.

There's a story that I've heard and you may have heard it as well. It's about an acorn.

You give an acorn to the other guy and all he sees is an acorn.

And you give it to someone who can see opportunities; he looks at the acorn and sees a tree. He sees there is a hope.

And there are the rare few people who look at the same acorn and they see a forest, within that one little acorn. You kind of want to come from that mindset. Just having an abundance mindset and always thinking big... just heading for the biggest guy out there and working your way down. You want to have the courage to do that.

Basically to ask for help, to ask for joint venture in building the list, I believe that it is the mindset that everyone should adopt and come from.

P: That's great! I like that acorn story and I've never heard it before. All right. Bryan, thank you so much for your time. I really appreciate you spending time with us and I think it's probably 9pm your time right now because it's 12pm for me here right now.

B: I enjoy it very much, Patric and thanks so much for letting me be a part of it and I can't wait to see the finished product, man!

P: Thank you, thank you very much.

B: Thank you. Talk to you later.

Word-for-Word Transcript of interviewing Leon Klepfish by Patric Chan.

Leon Klepfish's Short Profile:

Leon has been part of the Internet Marketing scene since early 2000, but it was only a few years ago when he discovered the power of combining Viral marketing with Joint Ventures that his business took off with the release of ThankYouAds.com. Coupling amazing viral power with one of the most unique advertising techniques that I've ever seen, this site really gets results for its members. Now he is busy perfecting his viral marketing techniques as well as expanding in the field with his latest membership site.

Visit Leon Klepfish's Website:

<http://www.TextOnlyAds.com>

"How Would You Like To Get A *Stampede* Of Laser-Targeted Visitors To Your Website For Less Than The Price Of A *Stick Of Gum*?"

<http://www.ThankYouAds.com>

"Discover the **Astonishing Secret** That Marketing Gurus Use To Automatically Lure a **Neverending Stream** of **High Quality Buyers** To Your Website... By Using Web 'Real-Estate' That You Already Own, But Never Thought Of Using!"

<http://www.SqueezePageGenerator.com>

"How Would You Like To Boost Your Site's Profits Into Overdrive And Skyrocket Your List Into The Stratosphere Using A **Top-Secret** Piece Of Software That Your Competitors Don't Want You To Even Know About?"

(Please note: There are grammatical errors as this is a word-for-word interview transcript. You'll notice that nearly all my sentences are wrong grammatically. We don't proof read what we say on phone. ☺)

P: Hi, this is Patric Chan here of <http://www.automateinternetmarketing.com>.

With me today is the man behind two successful viral marketing websites. Leon Klepfish is the creator and founder of <http://www.thankyouads.com> and <http://www.textonlyads.com>

Hi, Leon.

L: Hello, Patric. How are you today?

I feel good. How about you?

P: Awesome. All right, can you share with us how did you get started online?

L: At first, I started like everybody else; I really didn't know what to do. I never was in business before. So it took a while to learn the principle of marketing. I only really started selling my own product in about 2002. There was a product that was created called HTML Crypto.

P: What's the url of that website?

L: <http://htmlcrypto.com/> and html is a html inscription software. It's still available but I don't promote it as much anymore. And then from there I just went on and keep practicing and in late 2003 I finally came up with an idea that was more successful for me so far and that was <http://www.thankyouads.com>.

P: Right. I heard about it and, in fact, I was a member of [thankyouads.com](http://www.thankyouads.com) and I see how successful it went from the day it actually started. As you probably know today's interview we'd be talking about list building strategy and we want to know how did you manage to build one of your successful lists that you built last time.

What are the list building strategies that you're going to share with us today, that you've done it successfully?

L: My biggest list building strategy is pretty much all embodied in the way that thankyouads.com works. It combines the power of advertising on other people's thank you pages, which is a great subject in itself, and also it involves people pre-sell a service and making that site viral, which means people get a benefit from bringing other people to join the site and when those people join they bring in more people and that create an effect, where even if you stop advertising yourself your site just go on without you.

P: When was thankyouads.com launched?

L: It was launched in August 2003.

P: Would you mind sharing with us, since August 2003 till today, what size of list of subscribers have you built from thankyouads.com alone?

L: From thankyouads.com alone I've built a list of 15,000 subscribers.

P: Wow! And you have another similar concept, which is called <http://www.textonlyads.com> and would you like to share a little bit about that as well?

L: Of course, textonlyads.com I started it in December of last year. It's similar to thankyouads.com except that it's more all encompassing. Basically on the site people would exchange advertising on each other's website through the use of text ad, very similar to google adsense advertising, so they are very effective

P: I see.

So what I'm really interested to know is that, if I'm just a subscriber and a newbie *and I do want to create or copy your strategy and probably in my mind I'd be thinking whether this is going to work or not.*

Can you share with us how you came up with the idea and what made you think it was going to be successful even you hadn't tested it yet when you launched it?

L: Well at the time when I launched it I remember thinking that I wasn't sure how this really was going to work or if it was going to work at all. I just remember hearing that the other top marketers recommended it – viral marketing and creating pre-site – and so I decided to give it a try.

Well, it did work incredibly and now I recommend it as well. Even now I constantly read products and reports by other internet marketers such as Allen Says, says just a little while ago, who recommend that almost every part you come out with has a viral effect built in.

P: I want to dig in deeper - where did you manage to get this idea?

You've explained to us earlier that you've heard it from other gurus and that it was going to work— where exactly did you get these ideas?

Where did you find it, was it in a forum or did you hear it in a newsletter? Where did you find this idea?

L: Basically, *if you want to get ideas you just have to get out there and be involved with the community.* Read all the newsletters or go to the forum or talk with people and see what kinds of things are going on right now and niches that are being developed. After a while you found things that work and you'll have an idea of your own.

P: I see. Right.

Let's say I want to start with the same concept that you have used.

Since it was proven to be so successful and built over 15,000 subscribers, everyone would also want to see how this could also work for each of them.

Can you explain to us, in a step-by-step blueprint, how did you manage to get it started and how did you make it to become successful till today. What did you do on day one, did you go to the forum, and then did you hire a programmer to write. *What did you do that made it so successful today?*

L: Ok. The first step, of course, is get the idea, which basically involves immersing yourself in an environment and just waiting for it to come to you.

This idea of thankyouads.com was completely unexpected. That very day I was actually preparing to work on another product and as I was getting ready to fall asleep at 11 o'clock at night, this idea hit me I was awake all night and did everything.

P: The idea that came to you - did it come from a forum, did it come straight to you or was it something you recalled from somewhere else?

L: Specifically to me, it was actually two reports that I read that day. One report I read talked about viral marketing and the practicality of it and how it works. And later on that day there was another report that talked about advertising on thank you pages and setting up jv with other marketers to trade advertising on that space. And the two ideas come together and I have my product idea.

P: So now we have the first step; we have the idea to start a campaign. What is the next step after you've gotten the idea?

L: The second step would involve creating the actual site from your idea. Now what made this a little easier is because I'm a programmer by trade. So I was able to create it by myself.

However, these kinds of site aren't technically that complicated. It should be possible to hire a programmer from [freelance.com](https://www.freelance.com) or [guru.com](https://www.guru.com) or one of those sites, and have a site like that develop from scratch very quickly and for not a lot of money.

P: For instance, for people like me who are totally not technical-minded, if I were to hire a programmer to do the script on this idea, how much probably would I expect to pay for that on average?

L: Well, the only real way to find out is to go there and to put up a bid and see how people response. But I would say, having never used that system myself, it won't cost more than \$500-\$600 and that's the high rank.

P: Well, that's a reasonable figure to have for a viral marketing site online. And that was about creating the program and the installation.

How about the website design, did you design it yourself?

L: Ugh hm, I designed it myself, at least the first draft and I wrote the sales letter. After it gathered a little bit more publicity I actually spoke with other internet marketers such as Jason Mangrum, who loved the idea and helped me tweak the sales letter a bit and make it a better design. But initially I created it myself and anybody can relate to it and it's not too difficult.

P: Right. And can I ask you how long did it take you to complete from day one you when started the programming till you actually launched it, in the sense that it was publicly announced on the internet?

L: I would say that including buying the website and you're dedicated - don't put it off - the whole process can only take about a week.

P: Wow! Right, that is because you already have everything in place and you are a programmer. But *let's say for a newbie, would it be something possible to do in two weeks?*

L: Sure. If you're a newbie and you don't program the site yourself, it all falls on what programmer you hire to make it. Now, again it shouldn't take them more than two weeks to design and implement the system.

P: I see.

Once your system was in place, did you wait until everything was ok before you launch it or launch it first and test it later?

L: I just had the whole thing set up, one or two accounts of my own, and I just launched it. *I mean, if you wait until you're absolutely sure that everything is perfect you'd never going to get anywhere because nothing is ever perfect.*

P: Yeah, true.

L: So the best advice you could give is just test it out, see if it works pretty well and then just launch it out there. If there were a bug or a problem, I mean, people would contact you about it. They are, surprisingly, understanding because they are used to the fact that technology doesn't really work all the time and that everything is a work-in-progress and you'll get better over time.

P: Exactly. And that's what I want to stress on at this point because I've seen many people would just go round and round about a launch of a product because they might be worried over, say for example, they want to launch an ebook and they worry about grammar mistakes and the sentences may not be correct and all sorts of weird stuff. And they just go round and round and round.

I think what you've just advised is the best advice one can give. You just got to launch it once it's ready. There won't be a day when it's just going to be perfect.

L: So just do it. It's Nike's motto.

P: Nike is right.

So your step-2 is completing the site. Would your step-3 be on launching?

L: That's right. It's launching and the way to launch a site like this is through contacting other internet marketers and setting up joint ventures. That's the way to do it.

P: Joint venture, right? To those listeners out there, I want to stress that one of the main ingredients of success that Leon just shared – how he had launch successfully his site - **is through joint venture.**

If you were to do joint venture, Leon... when you started thankyouads.com, how did you manage to convince all the big names and gurus to endorse the product and launch it for you?

L: ok. I share a little secret with you that I learnt through starting thankyouads.com from scratch. If you don't have any previous experience, getting the big names to advertise on your site is almost impossible. The same odds for you winning the lottery, with pretty much the same result, and you shouldn't count on it.

What you should do is contact and suggest jv to small and medium design publishers - people who also may not just be starting out but they haven't been around that long; they're not really a big name but do have newsletter that goes out to 2,000 to 3,000 people. They are not as busy as the big names and they're more open to considering jv with new name. They're a lot easier to contact.

And if you get several of them together and keep on contacting them and you have 5 people with a list of 3,000 each – you send them an email about your site and you're still advertising to 15,000 people. It'd be easier to get all five of them than even one big name.

P: Right. It's a great way of approaching jv. Where do you find these small and medium list owners who can be potential jv partners for you.

L: There are plenty of e-zine and newsletter directories on the internet. Basically you go through those, take a look at the newsletters, look through their writings, read their previous issues and then just email, let them know about you releasing a new site and suggest setting up a jv.

P: Can I conclude here that the way you promote joint venture is through email?

L: Ugh hmm.

P: That's the way, right?

And how do you actually write your email so that when they read it they'd want to actually promote thankyouads.com. Because I assume you probably receive a lot of emails daily, weekly and so on, you know, where people ask whether you'd like to review their products or endorse them in return for affiliate commission and so on.

How do you convince these small list owners to see the potential of how thankyouads.com can increase their traffic and, at the end of the day, make more money for them?

L: well, I had a bit of an advantage here because thankyouads.com was such a unique idea and I get a spin off that creates a unique selling proposition and show them about the system. The advantage is for everybody to think of a unique thing about the way their site works, their product, and then to emphasize on that.

Emphasize on the novelty and the newness that would bring in a lot more attention than to look just like another copy of everything that is already a lot out there.

P: Do you give any specific benefit or ethical bribe for them to promote it?

L: Can you repeat that?

P: All right. Do you give them any special privilege or ethical bribe, as we call it? Do you give them special prize or free exposure ad, do you give anything in order to convince them to promote it?

L: Ok. For thankyouads.com, it is a free system and so I'm unable to offer them a percentage of the price as it is normally done. So what I did was.. the benefit to ezine owners to advertise and tell subscribers about thankyouads.com was that the subscribers would join as part of their down lines, which would earn them free advertising.

And what I found to be more effective was, instead of giving ezine owners free advertng, to set up a separate page for just the subscribers to go to and give the subscribers a little bit of an extra bonus that the regular members.

That way, this motivates the ezine owners to give a very special deal to the subscribers that they don't get anywhere else. This is actually a better motivation than giving them free advertising

P: Fantastic idea.

Other than joint venture strategy, did you have any other strategy you've done to launch [thankyouads](http://thankyouads.com) or you focus only on joint venture?

L: That was pretty much it, only joint venture. It's the best.

P: Ok. So after you've launched, what would be the next step you will do?

L: Well, maintaining your site and keep the things out there. It's gonna take a while for things to really increase. I mean, you're not going to start off with a thousand dollar on the first day of launch. With the big names it's easier but if you were really starting from scratch that's probably not possible. But you will see subscribers, and members, and some money coming in.

Next to the viral effect, business will slowly grow and after a while you'll have a good size, plenty of members and finally things are going to start growing just by themselves.

P: At the moment, when you are doing the maintenance and support and stuff like that, does it take a lot of your time each day to do all that?

L: Well, hopefully. Unless you have a lot of progress after that first rollout, which is absolutely fine that it takes up all of your time while you fix everything. But after that the site doesn't have thousand and thousand of visitors every single day. Most likely you're not going to

have more trouble than answering two or three emails every single day. And that's not much.

P: Yep.

And I want to ask experienced marketer like yourself - *what do you think of the potential of selling the traffic as an advertising mode to people, to generate an income from a traffic exchange, viral marketing strategy?*

L: Could you repeat that?

P: What do you think of the potential of selling the hits to the subscribers as a way to earn income from there? Would that be a good idea?

L: Selling traffic and advertising from ...?

P: Yea. Let's say from your exposure of thankyouads, say maybe charge \$100 for 1,000 clicks or something like that. Would that be a good idea to earn income from such list building strategy?

L: I think so. It's been pretty successful for thankyouads because of the way that the system works there is plenty of advertising leftover. And if people want to try and purchase it, I offer a pretty good deal and people can sell it off.

In fact, a lot of people do that when they don't really have a website yet and they want to start some advertising and they just want to purchase a couple of credits and start off that way.

P: I see. So this list building strategy is really, really powerful because someone who owns this system can really generate an income for the rest of the life span of the website, because you can just keep on selling the advertisement inventory each month.

L: Ugh hmm.

P: Ya, I can see that those who do not yet have a website, as you've explained to me, that they will need to buy this traffic because it's really a targeted traffic to generate more traffic to their site, before they can start doing traffic exchange to gain more traffic.

L: In fact, some of the interesting trick that some of my members start off was buying some advertising originally and then putting up an ad for thankyouads.com as the ad to go out. And then, when people sign up through there they're placed in their down lines and started generating credit for the original member.

P: Wow! That's a smart idea. I should be using that strategy itself. So I buy the ad from [thankyouads](http://thankyouads.com) and then in my ad I advertise [thankyouads](http://thankyouads.com) itself?

L: Ugh hmm. It is a referral.

P: Yea, to build referral and to build my down lines from there. And when I build my down lines huge enough, I can just stop buying the advertisement, right?

L: And you just keep getting credit from your down lines and you can advertise that way.

P: Wow! That's a good one.

Right. Do you have anything else to add or to conclude this list building strategy?

L: No. I think if people want to learn more about it they can go to thankyouads.com, read the sales letter - there's some good tips there about advertising on thank you pages, which by itself is a great technique to work out and then just go from there.

P: So if anyone who's listening want to subscribe to your newsletter they can go to thankyouads.com?

L: That's right.

P: Awesome. Do you have any last advice before we conclude this interview that you want to give if the listeners want to build their list. Is there any specific thing in mind that you want to tell them?

L: Basically, my advice is when you try to build your list, when you try to build your business or anything...the two phrases you must keep in mind is "just do it" and "just keep doing it".

P: Just do it. Nike says it best.

All right, thank you for your time and your sharing, Leon. It's really been, in fact, beneficial for all of us.

L: Thank you. It's been an honor.

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