

# How to Start Your Very Own Mini Give Away Event!



*Build Your Mailing List Intensively  
and Grab 1,000 to 3,000 subscribers  
the Smart, Easy Way - Even If  
You Have No Programming Skills!*

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This manual is written in Times New Roman for easy reading. You are encouraged to print this book.

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# **How to Start Your Own Mini Give Away Event!**

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## **Introduction: Building Your Mailing List the Smart, Easy Way**

**D**ear Aspiring Mailing List Builder,

Hi and thank you for your investment in this manual. Within the coming pages, I trust you will find this ingenious list building concept as inspiring and brain-frying as it was for me.

Granted, that this list building concept isn't exactly new, as it has been practiced in Internet Marketing for a couple of years by now. However, several mailing list owners and beginning eZine publishers remain clueless as to how to build their list of subscribers intensively.

Most list owners have lost fortunes to ineffective methods in pursuit of list building while others who are on the breaking-twines budget simply cannot afford to risk rediscovering mistakes.

**You are probably one of them.**

If you fancy the idea of building your list intensively in a short period of time, then **this manual is for you.**

### ***List Building in a Nutshell***

Obviously, it is every list owners wish to build their mailing list and consistently add subscribers to their database. The Internet Marketing success formula is simple:

**Targeted Subscribers = Prospects = Potential Customers**

This is often true, regardless of what market your product or service can be in.

Just as there are many ways to skin a cat, so are there just as many ways to build your mailing list. One particular way to skin a cat \*uhmm...\* I mean build your list is to join a Give Away event.

In a real sense, it's a huge way of conducting an "ad swap". You have probably joined a Give Away event so you might know how it works in general.

If you have no idea of what a Give Away event is and how it works, let me tell you! ;-)

### *Give Away Event Explained*

Basically, a group of mailing list owners partner together and pool in their individual gifts in one limited-time event.

Each participating partner contributes a gift to the event. The gift can be a free product, membership pass or a product he is already selling (if he is kind enough to offer into the event).

The participating partner prepares a Lead Capture Page where he gives the gift in exchange for the subscriber's email address. In other words, in order for a visitor to download the digital gift, he must opt in and subscribe to your mailing list.

When the gifts are pooled together into one event (site), every partner will then endorse the Give Away event to their own mailing lists.

**The result?** Lots of visitors to one event as a collective effort of several participating partners!

With so many visitors downloading gifts from one focused event, it is a true **win-win** situation. This is because the visitors get to download several free gifts for their own use and every partner gets to build their own mailing list!

### *But there are Some Problems, Though*

**For starters**, most Give Away events often require the potential Joint Venture partner to have a minimum of at least 1,000 subscribers in order to participate. Therefore, if you do not have that amount of subscribers or more, you are probably forbidden from participating in any Give Away event.

Alternatively, you can set up your own Give Away event. You probably have the idea of paying your Joint Venture (JV) Partners a decent percentage of commissions for every successful One Time Offer sales. You might also want to know which partner is doing well in referring subscribers to your event and who isn't.

It makes sense anyway. Usually, the one who runs the Give Away event wins the most in terms of subscribers and One Time Offer sales, if any. However, this is where the **second problem** is: if you don't have any programming skills, you can kiss this idea "goodbye"!

Also, if you would like to call this the **third problem**, big time Give Away event runners often suffer these throughout the start, run and end of the event: sleep deprives, stress and lots of hard work!

I guess this is what things are made of when it comes to proving the statement "paying the price" true. In fact, in some ways, being a participating partner can be even more appealing to most list owners even though the reward is proportionally smaller in terms of success, new subscriber counts and sales, if any.

## *Another Alternative?*

Don't like the idea of too much hard work and worry in pursuit of getting massive subscribers and sales? Don't like the idea of learning programming if you don't know how to? **You bet!**

But do you like the idea of getting massive subscribers easily, minus the stress, workload and programming skill (especially if you are handicap in this area)? **You bet, again!**

All the more this manual is for you. Because I will show you how you can run your own Mini Give Away event. You can set everything up in under 24 hours. I will show you how to recruit your own partners and run your Mini Give Away event with less work and stress.

And most importantly, I will show you **how to get massive subscribers.**

What is more, I will also show you how to **make money** from this golden opportunity, too! Some decent HTML skills will help, though I can still help you cross over this barrier in this manual if you don't know HTML by any chance.

Granted, you might not make as many subscribers as those who are running BIG time Give Away events, but I feel that it's more important for anyone to at least be able to build their mailing list smartly and wisely.

**Hence the term “Mini” Give Away.**

And I will show you how YOU – or anyone for that matter – build their own mailing list intensively (I'm talking about 1,000 to 3,000 new subscribers in the space of 7 to 14 days), and **pocket some money while you are at it.**

It doesn't matter whether you are a somebody, nobody or anybody, really. And it doesn't matter how many subscribers you have in YOUR own

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mailing list, whether you have 1,000 subscribers or next to zero. As long as you have a mailing list of your own that you want to build and grab as many mailing list owners to work together with you on this event by yours truly, you will do well to bring the concept within this manual to live for your own and JV partners' benefits.

**Warning!** Your brain can be fried at the end of this manual, especially if you are a hyperactive type of person with plenty of imagination and creativity! ;-)

So get ready for an exciting ride with me as I show you all of these throughout the awesome journey of building your list the fun, smart, easy way – minus the stupid stress and lousy hard work!

# Things You Need to Start Your Own Mini Give Away

## 1. Domain Name

If you haven't already got a domain name yet, you can register at either one of the following domain name providers:

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

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

Since any Mini Give Away event is limited-time only, and usually runs from anywhere between 7 to 14 days, you can choose to host your Mini Give Away event under an existing domain name you may already have, such as:

<http://www.yourdomainname.com/giveawayevent>

Or:

<http://giveawayevent.yourdomainname.com/>

I know that some marketers may step up to say that a Give Away event should be taken seriously thus register a proper domain name for it.

Interestingly enough, according to my research, a number of Mini Give Away events run successfully for their owners and JV partners even under a sub domain name or subfolder!

As you can see, the success factor has little to do with the web address. However, if you think that you registering a domain name for

your Mini Give Away event must demonstrate how serious you take in your event, then do so by all means.

On the flip side, if you don't think it's worth spending a few dollars to register your domain name for a year when it is only going to run for less than a couple of weeks, then hosting your Mini Give Away event under an existing domain name you already own is for you.

### 2. GOOD Web Hosting

While you probably don't need any techie web hosting services for this simple (but powerful) purpose, you will do well to get good web hosting with good bandwidth!

Most Give Away events often get too successful that their servers even crash, owing to traffic congestions. Don't underestimate your own capabilities – that might just happen to you!

Therefore, you need good web hosting that can handle huge, multiple traffic in case your Mini Give Away event way too successful, which is obviously a **best-case-scenario** that can happen to any marketer!

Recommended hosting:

<http://www.sitehost4u.com/>

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

### 3. Your Own eZine or Mailing List with Free Gift

Since you are going to host the Mini Give Away event, it is only right that your gift appears at the top of the gifts page.

And more often than not, **the higher your gifts rank the more subscribers you will likely receive** because we all view pages from top to bottom!

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Thus, prepare your gift with opt-in page for your Give Away visitors to go to collect your gift in exchange for giving you their email addresses.

**Good example of Opt-in Page with free gift to offer in exchange for subscriber email address – E-Biz Wiz E-zine:**

<http://www.ebizmodelsyoucancopy.com/ebizwiz>



#### 4. Auto Responder with Broadcast Feature

You will need this to:

- Collect and email your subscribers
- Recruit, notify and email your JV partners

Recommended Auto Responders:

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

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

## **5. Endorsement Letters & Other Promotion Materials**

You will need to prepare these promotion materials for your JV partners to endorse your Mini Give Away event to their own mailing lists.

## **6. Joint Venture Partners (10 and above)**

Your Mini Give Away event success depends heavily on the number of strong JV partners. Some Mini Give Away events pull through really well with as little as 5 to 10 strong JV partners with huge marketing power to their mailing lists.

More on this later.

## **7. Tell-a-Friend Script (optional)**

You can divide some marketing effort to your Mini Give Away event visitors by providing the Tell-a-Friend feature at your Mini Give Away webpage.

If your Mini Give Away event is worth telling to someone else, a fraction of your satisfied visitors would definitely not mind telling their friends willingly – no payments asked. ;-)

## ***Recommended All-in-One Resource***

If you do not have any HTML knowledge, then this option is for you.

You can get everything you need to get started on your own Mini Give Away event (and start other parts of your business, if you want to) at

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[SOLOBIS](#). You will get domain name, unlimited web hosting, unlimited auto responder with broadcaster, 500+ beautiful web templates to choose and customize, Article & Killer Sales Letter generator, online support team, and much more for a low monthly fee.

# How to Set Up Your Own Mini Give Away Under 24 Hours

## *The Mini Give Away Event Plan*

Okay, here's the game plan. You want to build your mailing list **quick and easy** for FREE? Alright, so here's how to do this in a nutshell:

You will create a web page and get as many mailing list owners to partner with you in pooling all their gifts on this page together. About 10 to 40 Joint Venture (JV) partners will do. Every partner, including yourself, can include an opt-in page for visitors to enter into your mailing lists to receive the gifts.

And then, on the promised date, every partner refers their subscribers to this ONE single web page where all the gifts are pooled together.

**Big time ad swap – it is that simple.**

## *Setting Up Your Very Own Mini Give Away Under 24 Hours – Step-by-Step*

### **Step 1: Create Your Mini Give Away Web Page Template**

Your Mini Give Away page can be as simple as **one web page** with all the gifts listed on it. In the next page, you will find an example of how your Mini Give Away web page can look like:

# **“Insert Mini Give Away Event Headline Here”**

## **“Insert Mini Give Away Event Sub Headline Here”**

**Dear Friend/Subscriber,**

[Insert Short Introduction Paragraph Here]

**Regards,**

**[Insert Your Name Here] & Marketers**



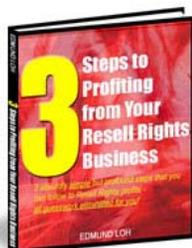
**Gift Title Goes Here (\$XX.XX Value)**

By [Contributor Name]

[Insert Description Here in 60-80 words or less]

=> [Click here to download gift](#)

(This link goes to Contributor's Lead Capture Page)



**Gift Title Goes Here (\$XX.XX Value)**

By [Contributor Name]

[Insert Description Here in 60-80 words or less]

=> [Click here to download gift](#)

(This link goes to Contributor's Lead Capture Page)



**Gift Title Goes Here (\$XX.XX Value)**

By [Contributor Name]

[Insert Description Here in 60-80 words or less]

=> [Click here to download gift](#)

(This link goes to Contributor's Lead Capture Page)

### **Tell-a-Friend Form**

For your subscribers to refer their contacts to this web page if they find your Mini Give Away event worth telling to others.

### **JV Partner Invitation**

To recruit even more JV partners who comes from your immediate JV partner's mailing list that have a gift and mailing list to contribute your event.

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The Mini Give Away event webpage is at its most basic. However, if done right, it can be responsible for your massive explosion of subscriber base and sales.

Several Mini Give Away events run by different marketers have their own style of running and perhaps different ways to make money, too. This is the interesting part, but I will save the best one for last! :-)

You don't need to be all that skillful at copywriting to write your own Mini Give Away event copy – **a short, sweet one will do.**

I won't be covering copywriting as it is subject fit for another book, but I will show you how to write your Mini Give Away event webpage compelling enough for your visitors to continue spurring and keep coming back to download gifts. (It's easy, really...)

Here goes:

### 1. **Headline**

Your headline can read like any of the following formats (you will get the picture):

- **“Gain Instant Access to \$2,000.00 Worth of Products – FREE!”**
- **“Download 30 FREE Gifts for a Limited Time Only!”**
- **“For only 7 Days, Gain FREE Access to a Collection of PAID Products and Membership Passes!”**
- **“Get FREE Access to a Collection of Quality Products by 30 over Respected Marketers!”**

As you can see, the most powerful word that will grab the attention of your visitors is “free”.

## 2. Sub Headline

I have seen some Mini Give Away events do well even without a sub headline as the head line is already self-explanatory. But if you want to add a sub headline to your headline, be sure to summarize your Mini Give Away offer.

Some examples:

- **“For 7 Days Only, You Will Be Given a Chance to Gain Free Access to 30 Over Marketer’s Products Which People are Paying For Elsewhere!”**
- **“If You Are Looking to Build and Improve Your Business For No Additional Cost, This is for You. But Hurry – This is a Limited Time Offer!”**

## 3. Introduction Paragraph

You can use your own creativity to write your own short paragraph (a few of them will do).

Just be sure to stress on the following points for your visitors:

**For a limited time only, they can have free access to these gifts** so they should download now and not take the risk to do it any later.

- These gifts can help improve their business (if Internet Marketing related).
- These gifts can be used to resell or give away (if any rights are conveyed).

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- These free membership passes is for them to use (if any passes are contributed).
- It is a way of you and your JV partners to thank them for being their loyal subscribers.

And, that's it! Sign your name and be sure to include a small mention of your contributing partners as well and the rest of the web page is self explanatory – where the gifts and their download links are listed!

### Step 2: Add Your Own Gift and Your JV Partners' Contributions

The format of your gift contributions can be like the following:



**[Gift Title] (\$XX.XX Value)**

By **[Contributor Name]**

[Insert Description in 60 to 80 words]

=> [Click here to download gift](#) (This link goes to Contributor's Lead Capture Page)

Obviously, your own gift is placed at the **top** of the gifts ranking, since you are starting the Mini Give Away event (well, that's the whole purpose, right?!).

Subsequently, you also add your JV partner gift details to this page as and when you receive their contributions.

**Tip:** Since you are doing this rather manually, you can choose your own arrangement of placing your JV partner gifts. You may choose to arrange

their gifts by their mailing list size or even “first come, first serve” basis. It’s your choice.

**Warning!** Also since you are adding gifts manually, it can be lots of work if you are adding several partners’ gifts. However, it might not be problem if you are recruiting 10 to 20 partners. But I cannot say the same if you got over successful and managed to recruit over 200 partners! :-)

### **Step 3: Insert a Tell-a-Friend Script Form (optional)**

This requires minimal programming skills on your part but if you are up to doing this, then the extra little effort of installing a “Tell-a-Friend” script form at the bottom of your Mini Give Away web page can boost some extra traffic to your site!

If you haven’t got any idea of how strong this little method can be, consider the following:

Out of every 100 visitors to your site, let’s just say that 8 of them would tell their contacts about your Mini Give Away event thus roping in 4 additional visitors per 100 visitors. Thus if you have 1,000 visitors coming to your site, that would also mean an extra 80 visitors! Do 80 extra visitors sound very little to you? Of course not, when you imagine 80 real people standing in front of you now!

And it gets even better when there are more visitors coming to your site. This tiny, little script is more powerful than you think now – treat it that way!

Recommend Tell-a-Friend Scripts:

<http://www.tacticalsuccess.com/stw>

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

<http://www.telldog.com>

[http://www.ichthus.net/CGI-City/scr\\_tell.shtml](http://www.ichthus.net/CGI-City/scr_tell.shtml)

#### **Step 4: Insert a Link to your JV Partner Recruitment Drive Page**

You should also insert a link to your JV Partner Recruitment Drive Page (more on this later) at the bottom of your Mini Give Away event page.

Out of your visitors who are referred to your site by your immediate JV partners, some of them can your partners in success as they might have a strong mailing list with gift to contribute.

Therefore, if you start your Mini Give Away event with just a handful of partners – don't despair too soon. A fraction of your JV partner's subscribers can be strong marketers themselves. ;-)

Thus if you include a link like below at the bottom of your web page, it will stand out like a neon light to interested partners who want to build their mailing list with you in your venture.

*Are you a potential Joint Venture Partner with a mailing list of minimum 1,000 subscribers? [Click here.](#)*

It makes sense, anyway. After all, all the partner has to do is contribute a gift and later endorse the even to this subscribers. You will be doing the facilitating task and adding his gift to the site. Since his gift and opt-in form link is placed on the web page which is already receiving high traffic as a collective effort of several partners, both the old and new partners win, too!

#### **Step 5: Write Out Your JV Partner Recruitment Drive Page**

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Now, you need to drum up some copywriting skill for this one! This page is targeted at potential JV partners who are looking to build their mailing list the **easy** way, too!

At this time of writing, quite a number of savvy list owners are familiar with Give Away events and how they run. Most of the benefits are probably well recognized by them, but it sure helps drumming the benefits in again in your letter.

As said earlier, copywriting is a subject fit in another book. However, here's a draft copy of how you can write your JV Partner Recruitment Drive Page. Feel free to edit and use for your own. ;-)

---

Do You Want to Build Your Mailing List the Fast, Easy Way?

### **"Contribute A Gift To The [Your Mini Give Away Event] And Build Your Mailing List Quick & Easy!"**

From the keyboard of **[Insert Your Name Here]**  
Date: **[Insert Today's Date]**

**D**ear Potential Partner,

How would you like to build your mailing list for free? Sure, you do! Here is one quick and easy way to build your mailing list I would to introduce you to, and at the end of this letter, I hope that you will join me in this fun venture I am about to start.

If you have participated in a give away venture before, then I am sure you already know the works and benefits. If this is your first time, here is how it works:

## **Step #1: Contribute a Quality Gift**

It can either be your own gift, or a gift you own the rights to give away for free. The Joint Venture Opt-In Form is at the bottom of this page. Fill in your name and email address and the detailed instructions on contributing your gift will be sent to you.

Be prepared to provide the following details:

- 1) Your Full Name.
- 2) Your Email Address.
- 3) Your Product Title.
- 4) Your Product Price.
- 5) Description of Product. Describe in not more than 80 words.
- 6) Product Image (120x150 pixels).
- 7) URL Where Gift Can Be Downloaded.
- 8) I will approve and add your gift to the page at [\[Insert Mini Give Away Event Link Here\]](#).

You will be subscribed to my JV partner notification list to receive updates on the give away event from time to time.

**Note:** Your details are safe with me and will never be rented or sold out to anyone else.

## **Step #2: Endorse this Give Away to Your Mailing List!**

Since you will be subscribed to my JV partner notification list, you will also receive instructions and promotion materials such as endorsement letters and sponsored ads to use in effort of endorsing this give away event to your subscribers who are subscribed to your mailing list. This event will run from [\[Insert Dates Here\]](#). That is **X number of** days only.

In short, all you need to do is refer your subscribers to:  
[\[Insert Mini Give Away Event Link Here\]](#)

You have to do this only at least 3 times throughout the give away event which will run for only **X number of** days.

**It is that simple!**

## Massive Subscribers...

Since several other Joint Venture partners will be chipping their own minimum effort for maximum benefit-sharing among everyone else, this is a true win-win situation. I have already convinced a number of Joint Venture partners with huge mailing lists, so this is your chance.

You don't only leverage your referral efforts on me and other partners, but with the Tell-A-Friend script in place at the same page, some of your subscribers will also in turn tell their friends about this event, too!

## Making Your Money

To make money from your mailing list being built with this event, you can:

- **Make your One Time Offer.** Make a one-off offer to your subscribers when or after they download your gift and subscribe to your mailing list.
- **Follow up with your subscribers with different offers.** Since your subscribers will opt into your mailing list in exchange for your gift, you can cultivate your relationship with your subscribers and follow up with them on your own offers!
- **Affiliate links embedded in your gift.** If your gift is your own product (or rebranded from other people's product), you can make your back-end income from your contributed gift as long as the subscribers purchase any product or service via the links within!

## Join Now!

I will be facilitating the venture throughout the event. In addition, I have already written all the endorsement letters and sponsor ads for you to use so there is virtually nothing else for you to do other than to contribute your gift and endorse the give away to your list.

As you can see, I am undertaking all the responsibilities so you don't have to. I respect your time and marketing power but remember that this give away event will run for only **X** days. So, don't miss out!

Regards,

**[Insert Your Name Here]**

**P.S.** Any questions? Please email me at **[Insert Your Email Address Here]**.

**[Insert Your JV Partner Notification Opt-in Form List Here]**

---

## **Step 6: Write Your Sequential Auto Responder Issue for Your JV Partners**

You only have to write one email letter for this purpose to be loaded into your auto responder which is dedicated to email your Joint Venture partners who join your Mini Give Away event via the letter in **Step 5**.

This email letter must be set to be emailed to your JV partner upon subscribing to your notification list. The purpose of this email is to press your JV partner to submit his gift right NOW to you via email (or whatever way you prefer or are comfortable with).

Here is an example of a letter you can use: (Gosh, I am getting rather generous with you! ;-))

---

```
*****  
John Doe Mini Give Away Event  
JV Partner Notification List  
*****
```

```
Hi [%FirstName%],
```

```
This is John Doe here and thank you for joining the John Doe Mini Give  
Away event as a contributing Joint Venture partner.
```

```
=====  
Contributing Your Gift to the Give Away Event  
=====
```

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Reply the following details to [john@doe.com](mailto:john@doe.com).

1. Your full name
2. Your email address
3. Your Gift title
4. Your Gift value (in US\$)
5. Your Gift description (in no more than 80 words)
6. URL where your Gift can be downloaded by your subscribers
7. Your Gift image in 120x150 pixels (either provide its URL or send it attached with your replied mail)
8. Your mailing list size (no. of subscribers)

I will be facilitating before and throughout this event so I will be able to approve your gift in 24 to 48 hours and place it on the page at:

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

=====  
Give Away Event Date  
=====

This give away event will run for 7 days only. [\[Insert Your Dates\]](#)

=====  
Promotion Materials  
=====

The promotion materials such as endorsement letters and sponsor ads can be found at:

[\[Insert Link Here\]](#)

You may use them as they are or edit them to your liking and send them out to your mailing list, endorsing the give away event at:

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

To ensure fair efforts and benefits among all participating partners, partners who are not putting in any promotion effort thus are riding on

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other partner's efforts throughout this event will be removed together with his or her gift.

=====  
Know any Good Contributors?  
=====

If you know of anyone with a quality gift, has a mailing list of at least 1,000 subscribers like you do and think he or she can greatly benefit from this venture, you will do well to refer him or her to this page:

[Insert JV Recruitment Drive Page - see Step 5]

This will also benefit you, too, because in that way, you can intensively build your own mailing list. No extra effort for that, because I will be doing all the work and facilitating!

=====  
JV Partner Terms and Conditions  
=====

For full terms and conditions, please see:

[Insert JV terms Page]

Remember that failure to comply with any one or more of the terms stated can result in your gift being de-listed and removed in order to ensure fair benefits among all partners in this venture.

=====  
Questions  
=====

If you have any questions, please email me at [john@doe.com](mailto:john@doe.com).

All the best in your venture with us, {firstname}!

Regards,  
John Doe

---

This way, you can receive your JV partner details and contributions via email. ;-)

## **Step 7: Write Out Your Promotion Materials**

Both you and your partners will be using these promotion materials to your mailing lists in effort of endorsing your Mini Give Away event.

You also won't want your partners to spend additional time on that area as some may not get around doing so or are just plain hopeless in writing. So, you take the lead! It is okay anyway... when you are thinking about the amount of subscribers you are getting for free, not to mention the money making centers. ;-)

(Speaking of money making centers, I will talk about this later in the coming chapters!)

Be sure to prepare:

- Endorsement letter(s),
- Banners,
- Sponsor Ads,
- And eCovers (optional).

**Tip:** Also, be sure to stress on any one or more of the following points in writing your ads:

- Get instant access
- \$2,000.00 worth of products for FREE
- A collection of eBooks, Membership passes, scripts, and more
- This is to thank you for being my loyal subscriber – you deserve it!
- Limited time offer only!
- These products are being sold elsewhere but you get it free for a limited time only

There you go! You can accomplish all of these 7 steps easily **under 24 hours!** ;-)

## Recruiting Joint Venture Partners

Your Mini Give Away event is nothing without involving an army of JV partners with each of them having a mailing list of their own.

**So, you need to recruit partners.**

**Tip:** It is better to recruit JV partners with a minimum a mailing list size of 1,000 subscribers each. Otherwise, every partner involved in the event, yourself included, won't get such massive subscribers as expected. The more subscribers, the better for everyone, of course! ;-)

Some Mini Give Away events run and benefit well with even as few as 5 JV partners, but it is recommended that you recruit at least 10 partners or 20-30 of them if you can.

### *Preparing Your Brief, Customizable JV Invitation Letter*

Whether you are going to mail your existing mailing list or send out personal invitation letters to other potential partners and friendly marketers, it pays to prepare a draft letter like below first-hand. Below is a draft letter you can use and edit for your own invitation usage.

---

Subject: {firstname}, Personal Invitation to [Insert Mini Give Away Event Name Here]

Hi {firstname},

## How to Start Your Very Own Mini Give Away Event!

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If you are mailing list owner and look forward to building your list through give away events, then this letter is for you.

For **X** days only, a selected group of respected marketers and I will be running The [\[Mini Give Away Event\]](#) at:

[\[Insert Link Here\]](#)

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The details and form where you can sign up to contribute and be on my partner's notification list is at:

=> [\[Insert JV Recruitment Page Link Here\]](#)  
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You will receive instructions on how to add your gift to the site. Basically, you need to provide the following details of your gift:

1. Product title
2. Price
3. URL where it can be downloaded

Your gift can be an eBook, script, software, or membership pass you own or have the Resell Rights to.

Just be sure to prepare your opt-in form where the subscriber can get your gift in exchange for his email address. You are much welcome to create your own One Time Offer.

This Mini Give Away event runs from [\[Insert Date Here\]](#) to [\[Insert Date Here\]](#). (**X** days).

You will also receive instructions on how to promote the give away to your list. Don't worry about the promo materials as I have written the endorsement letters, sponsor ads and banners for you to use.

If you have any questions, please let me know. I will be working on the event throughout the 7 days. I look forward to your participation! :-)

Here is the link again:

=> [\[Insert JV Recruitment Page Link Here\]](#)

Have a nice day, [{firstname}](#)!

Regards,  
[\[Insert Your Name Here\]](#)

## *Where to Recruit JV Partners*

### **1. Your existing mailing list.**

This is the fastest way to go. If you publish an Internet Marketing related eZine of your own, you can count on some mailing list owners residing in your own list to join you in your coming Mini Give Away event.

### **2. Forums.**

If you visit Internet Marketing forums often and are familiar with some of the frequent posters there, then you can close the “alien” gap with them by inviting them to join in your Mini Give Away event you are about to craft for a true win-win-win deal. You win, your JV partners win, and all the subscribers win, too!

#### **Recommended Forums:**

<http://www.warriorforum.com/forum>

[http://www.howtocorp.com/cgi-bin/webbbs\\_config.pl](http://www.howtocorp.com/cgi-bin/webbbs_config.pl)

(Yes, I know there are gazillions of other Internet Marketing forums on the Internet but I rather pick out the best choices and save you the time from trying anything less than best! ;-))

**P.S.** There is a fine line between spamming and recruiting your partners. Posting your JV proposal in forums you frequent can likely be tolerated but if you are posting for the first time or you don't post often, it is best to avoid all forms of blatant advertising and just elaborate your Mini Give Away event offer and provide a link to the JV signup page.

### **3. Joint Venture networks.**

This is yet another quick and easy sure-fire way to go about grabbing more JV partners. Since most JV partners in JV-dedicated network sites are likely to be ready to accept any JV proposals and ideas on the table (and they probably have their own mailing lists, too), it would be wise to visit and register with Joint Venture networks.

Recommended Resources:

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

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

#### **4. Subscribe to potential partner's newsletters.**

You can subscribe to your potential partner's newsletter first and get a feel of how he runs his newsletter. If you feel that he should be invited to your Mini Give Away event, you can mail him your invitation and mention that you are his subscriber thus that is something you both have in common. ;-)

**Goal: Recruit another partner!**

Recommended eZine Directory:

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

#### **5. Invite friendly marketers and customers you already know.**

In my opinion, this is one of the best ways to recruit your JV partners. This is because marketing associates whom you already know and trust are likely to be inclined to join you in your Mini Give Away venture.

And customers who trust you enough for the first time to buy a product or service from you are likely to trust you again on this one. ;-)  
) Well, this is often true especially if your customers are marketers themselves and that they love your offer!

## Running & Profiting Your Mini Give Away Event

Once you finish setting up your Mini Give Away event (which can be easily done under 24 hours) and recruiting a minimum of 10 to 20 JV partners, the only chores to do before and after your Give Away event is to add contributed gifts to your Give Away event web page and push your JV partners to promote the event.

### *1-2 Days before Your Mini Give Away Event Starts*

At this time, some partners probably have already submitted their gifts while others have not. You will do well to remind those “late-comers” to quickly send in their gifts as the launch date draws nearer.

Remind the late partners that it takes only less than 5 minutes of their time to do this even though they might be busy. **Hint:** “It’s only 5 minutes of your time! C’mon!”

### *On the Day Your Mini Give Away Event Starts*

This is the day your heart probably beats at a faster rate, especially if it’s your first time running your very own Mini Give Away event!

Broadcast an email letter to your JV partners in your JV Partners Notification List and tell them to start promoting the Mini Give Away event to their mailing lists!

Be sure to provide them an endorsement letter template for them to conveniently copy and paste for their own endorsement efforts.

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## How to Start Your Very Own Mini Give Away Event!

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Alternatively, you can provide a link to a page where you store all the promotion materials such as banners, sponsor ads, eCovers, and such.

Assuming you run your event for say, 7 days, you should remind your JV partners in between and on the last day of the event to continue endorsing their list for maximum effect.

**Attention:** You might receive subscriber and visitor mails from time to time so be sure to attend to them a.s.a.p. Among the common problems can be that some of the gifts are not available or the page is temporarily down due to traffic congestion (which is why I said earlier that GOOD web hosting is important!).

Thus if you have all these trouble-shoot earlier you can prevent a number of common mails such as the above.

**A word on New JV Partners:** From time to time, you may receive new contributions from new partners thus you should quickly add them to the web page and later tell the new partner to do the same as the others – endorse the Give Away event to their list!

### ***Making Your Money***

- 1. Setting up your own One Time Offer.** You can set up your own One Time Offer sale before your new subscriber downloads your gift.
- 2. Own links and affiliate links embedded in your gift.** With tremendous downloads of gifts, you can count on making back-end income from affiliate links in your gift(s).
- 3. Selling advertising space on your Mini Give Away webpage.** If the traffic is great enough to entice interested advertisers, you can sell advertising space within the boundaries of your webpage.

- 4. Putting own links and affiliate links on your Mini Give Away webpage.** You can do this if you don't really plan to sell the advertising space and take all the benefits of making your own back-end income.

**Throughout the event, watch your subscriber number explode and your sales increase!!**

## Mini Give Away Examples

### Steve Yakim's Christmas Greetings

<http://www.ezasmagic.com/Cheers/>



### Edmund Loh's Chinese New Year Mini Give Away

<http://www.ebizmodelsyoucancopy.com/cny>

## How to Start Your Very Own Mini Give Away Event!

**THE CHINESE NEW YEAR GIVEAWAY**  
BY EDMUND 羅僥 萬 & FRIENDS

**Favorite Links**

- [7 New Private Label Products \(Resell Rights\)](#)
- [SureFireWealth.com Silver Membership](#)
- [Internet Business & Marketing for Dummies](#)
- [How to Create, Set Up and Market Your Very Own Info Product Empire!](#)

**"Gain FREE Access To A Collection Of New Products And Membership Passes For Year 2006 In This Prosperous Give Away... From Us to YOU!"**

**Dear Friend,**

My name is **Edmund Loh**. My friends, marketers and I would like to kick start the first month of the year by doing something **awesomely fun**, and I think **you will find it just as awesomely fun, too!**

**Chinese New Year in a Nutshell...**

Chinese New Year, also known as the Lunar New Year, is the most important of the traditional Chinese holidays. It comprises a period of celebrations, starting on New Year's Day, celebrated on the first day of the first month of the Chinese calendar.

Celebrated internationally in areas with large populations of ethnic Chinese, Chinese New Year is considered to be a major holiday for the Chinese around the world. Traditionally, red packets (ang pow) are passed out during the Chinese New Year's celebrations, from married

## 10 Days of Winter

<http://www.10daysofwinter.com/>

**Mike Stamp's**  
**10 DAYS OF WINTER**

**Do You Want Over \$2,000 Worth of Great Niche Marketing Products for Free?**

**Keep reading if you said YES...**

I've managed to convince **10 Top Marketers** to give you, **absolutely free**, a few of their best selling products. These products are actually being sold, and selling well.

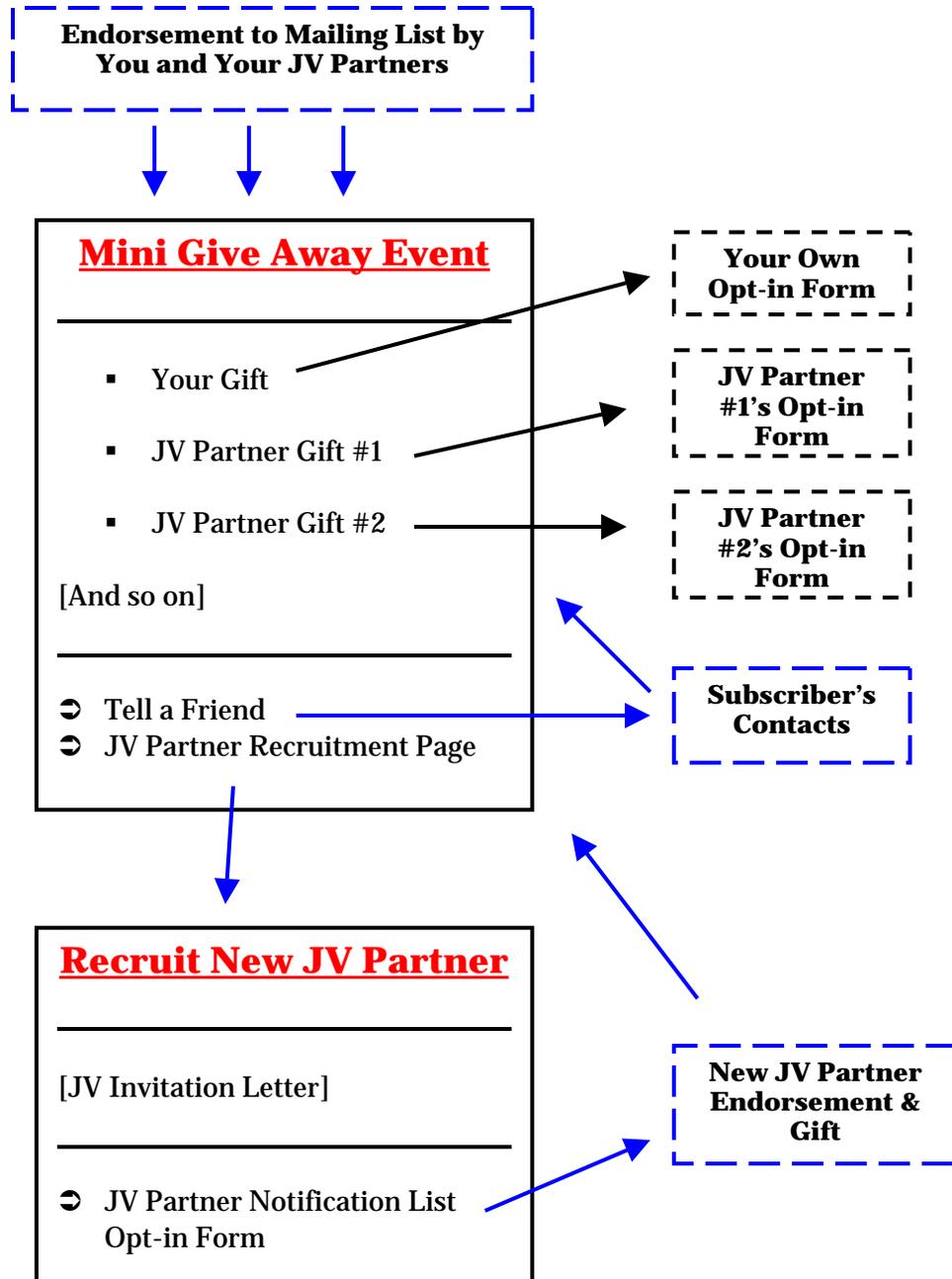
But thanks to **10DaysOfWinter.com**, you get them completely free.

I know you're anxious to see what you can get for free, so I'll just shut up and let you meet your contributors and see what great gifts they want to give you...

 **Doug Champigny** is a veteran Marketer with over 25 years of experience in marketing and advertising. Since turning his attention to the Internet, his work has been profiled in publications from Entrepreneur Magazine to Law Practice Today, and his corporate clients have included web firms up to and including Yahoo! With wife Ten, today this dynamic duo run over a dozen websites with over 1,000,000 unique visitors a year and publish e-zines read by tens of thousands world-wide.

Here's what Doug wants to give you:

## In Closing



*Quick and Easy, Wasn't it?!*

There you go – how to quickly and easily start your own Mini Give Away event and build your mailing list by **leaps and bounds** in the space of just a few days!

You don't really need to know how to do programming to achieve this.

You don't really need a HUGE mailing list of your own to achieve this, either.

**Just a genius concept and action to add into the list building success formula!**

I've given you the roadmap to build your list quick and easy, so now it's your turn to **make it happen!**

**To Your List Building Success!**

## Recommended Resources

### *Turnkey Solutions*

**SOLOBIS Custom Web Builder Option** – With this option, you can finally create your own web pages **within minutes** without any programming or designing skills! Includes **500+** beautiful web templates to choose from, **Unlimited web hosting with domain name, unlimited auto responder** with broadcast feature, **Killer Sales Letter generator, opt-in form generator, article generator, online support team, and much, much more!**

### *Online Credit Card Payment Processors*

<http://www.2checkout.com/>

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

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