
Autopilot Profits

Ewen Chia

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Introduction

Welcome to **Autopilot Profits!** I'm sure you've tried many online marketing techniques to get your online business off the ground.

Even if you already have a business and it's making decent profits there's always room for improvement.

The missing link and what I feel is the most important part to any online business is...

List Building!

I'm sure you get e-mails all the time from different companies and marketers promoting a catalog of different products and services. Top marketers agree that e-mail marketing is one of the most efficient ways to contact potential customers/clients.

Online marketing isn't what it used to be a few years ago where you could spend a bunch of money on advertising and expect to make a lot of profit in return.

These days it is all about building assets that will continue to bring in more customers and profit.

The asset we want to build in this case is an email subscriber list. There are some successful marketers out there, including myself that have hundreds of thousands of people on their mailing list.

The days when you had to spend weeks or even months to create a product are long gone. Today, you simply have to find a product worth promoting and offer it to your list and you will be in profit mode within a couple of hours.

I wish I could tell you list building is easy, but it's not. Building a list with thousands, if not tens of thousands of people cannot be done overnight.

In this course I will outline just about EVERY aspect of building a list. This information will be laid out in an easy to follow step by step process.

Take action on what you learn here – at least you've to try!

To Your Success,

Ewen Chia

Preparing Yourself For Success

Having the right mindset when you start any business venture is very important because it can directly affect the results you are trying to achieve.

Having the Right Mindset is CRUCIAL to Your Success!

When starting out in online marketing I really didn't see the importance of having a sound mind. I just thought that if you work hard you would be successful. In some ways that is true but there was a missing link.

I would begin different projects with a negative mindset and end up with mediocre results, saying things to myself like:

- *This will never work*
- *I'm wasting my time*
- *Who Am I kidding*

What I noticed is that **I was attracting whatever my mind concentrated on**, which in this case was negative results. Once you begin to believe without a shadow of a doubt that you can do something that's when you will see things change for the BETTER.

Your MINDSET determines how your life will unfold.

As you can see this is VERY important...

“5 Steps to Guaranteed Success”

This is something that I came up with a while back. It's called the “Success Cycle”; I'm still working on the name 😊

I always use this process whenever I'm about to start a HUGE project or else I normally fall flat on my face trying to achieve something.

I would say this works about 80% of the time if done correctly. If you follow the chart in a clockwise motion it outlines the 5 steps in the process.

I will explain each step in detail. When you put the “Success Cycle” in action you will be able to achieve just about ANYTHING you put your mind to.



ACTION

Without taking any action you cannot set the wheels of success in motion. I can recall a lot of times when I have seen people sit on the sidelines waiting for something to happen.

Taking action is hard at first but after you get in the groove and continually make a consistent effort it will become easier.

If you don't take any action on the information you learn in this course you will never see results. There are two main reasons why people don't take do so and take action:

1. Pure laziness
2. Fear (fear of losing, fear of failing...)

Nothing happens without taking this first step. **ACTION, ACTION, ACTION!** If you don't learn anything else from this course it should be that **taking ACTION is the key to success.**

RESULTS

Once things are in motion you will begin to receive some type of results. They may be negative or positive. You will assess these results much like an experiment.

Gather the data from the results you achieved to see if these are positive or negative and see if where there is room for improvement. Once you know the mistakes you made you can move towards fixing them.

After doing this several times, you and your business will be running like a well oiled machine.

ACHIEVEMENT

Achievement is what you will naturally obtain after taking MASSIVE action and tweaking your results to perfection. This may be an obvious formula to some people but this took me a while to figure out on my own.

CONFIDENCE & SUCCESS

At this point you should have reached a milestone. This means no more negative thinking and no more doubts. You have actually achieved your goal. You can take his newfound confidence and success and roll it over into new ventures and other aspects of your life.

Once this happens the sky is the limit.

Seeing the BIG Picture

The reason I have had so much success in my life is mainly due to having a successful mindset. In the beginning most of us are simply after the money so we can go full-time and start enjoying the freedom that owning your own business gives you.

If you really want to make it BIG in Internet Marketing you have to see the BIGGER picture. This means you need to see past that one product or that one email list you built and go out and build **multiple streams of income**.

Your highest expense when owning any business is getting FRESH new customers into your business. It will cost you more to market your site to get new customers than it would for you to have repeat buyers.

If you have a list of customers that have purchased from you in the past, chances are they will buy from you again and this time you didn't have to spend any money on marketing.

Common List building Terms

To give you a good idea of the terms used when building an optin list I thought it would be a good idea to include a list of common terms that you might see throughout the course.

Click-through rate (CTR): You will hear this term a lot. This is the total number of possible clicks you get when you send an email out to your list.

The goal is to get HIGH Click-Through Rates.

Link Cloaking: This is to cover or hide affiliate links or tracking links that will be within your emails. Link cloaking actually increases your CTR so you make more sales. For example, instead of having a long and ugly affiliate link such as:

<http://9c27d3x2i086uqao5cob4b8r84.hop.clickbank.net/>

You can cloak it to look like something like this:

<http://www.MyOwnUrl.com/Guaranteed-Income>

Double Optin or Confirmed Optin: This is becoming an industry standard for collecting names and email addresses.

This method will send an email to the potential subscriber and ensures that they click a link that will confirm their subscription.

This protects the user from being falsely subscribed to a service by a third party.

Autoresponders: This is an obvious one but it will be our MAIN list building tool. Autoresponders give an automated email message to virtually an unlimited amount of subscribers.

Lead Capture Page: This is also going to be a crucial part of the entire system. This is basically a custom web page where you collect names and email addresses.

Email Deliverability: The amount of emails that actually end up in your subscriber's inbox. This is based on many factors but mostly spam filters and other minor software glitches will prevent some of your subscribers from getting your emails.

Conversion Rate: This is the amount of people that either open your email or click on your links vs. the amount of emails you sent out.

Subscribers: This is self explanatory but I wanted to include it. It is simply the people who have subscribed to your email list.

Broadcasts: These are simply messages that you send out to your list.
(i.e. Affiliate promotions.)

Email Parsers: This may be something you haven't heard of before but it is very useful to know. Let's say for instance you were selling an ebook through PayPal and you want to automatically add your buyers email address to your email list to follow up with later.

Basically when someone buys something from you they are automatically added to your autoresponder service.

Autopilot Profits Explained!

I want to outline the entire “Autopilot Profits” system, which is a highly effective method of building a huge responsive email list and making Autopilot Profits. The system that I’m about to layout will launch your business to new heights.

I want to first give you a system overview so you can wrap your head around the techniques that you will soon be implementing. This will allow you to put the information that you will be learning into action much faster.

Some other e-Books give you information that is just scattered all over the place and it leaves you with the task of trying to figure things out on your own. That will not be the case here.

The first thing we will do is find a profitable market or niche to enter. This is probably the most crucial element in the entire process because if you choose the wrong niche your profits will suffer for it.

Next we will determine what we will be promoting, whether it is your own product or affiliate products. The objective is to increase your profits. Once we know what we are promoting we will then choose the type of list building method to use. In this course we will be outlining several methods.

Now that all the research and prep work is out of the way we will begin to set the wheels in motion by setting up your autoresponder, finding a domain name and optimizing your lead capture page for maximum conversions.

After all systems are up and running we will start engaging in what I like to call the “income producing activity” which is writing killer e-mail copy and learning how to turn simple e-mails into nice paydays.

Once you’ve mastered your craft you will be able to write your own paychecks anytime you like.

Once you have a good understanding of how to write high converting e-mails we start driving massive traffic to your landing page or lead capture page. I’m sure you’ve heard it a million times already that

Traffic is the lifeblood of any business.

If you don't have traffic you don't have a business, that’s why I’m putting special emphasis on how to generate a ton of traffic so your subscriber list will continually grow. Once you've completed all the steps above I added in a few bonus treats.

I'll be showing you how to automate and systemize the entire list building process. This way you can begin setting up multiple income streams that pay you for years to come!

Here is a complete bird's eye view of the system:

- ➔ Step 1: Find A Profitable Niche**
- ➔ Step 2: Find A Product To Promote**
- ➔ Step 3: Choose Your List building Method**
- ➔ Step 4: Setup Your Autoresponder**
- ➔ Step 5: Create Your Lead Magnet**
- ➔ Step 6: Setup Your Landing Page**
- ➔ Step 7: Write Killer Email Copy**
- ➔ Step 8: Drive Traffic To Your Landing Page**
- ➔ Step 9: Automate List building Process**
- ➔ Step 10: Tweak & Improve Conversions**

Step 1 – Finding a Profitable Market

Before we do anything regarding list building we need to do what I like to call “Checks & Balances.” We will list some potential niches and run them through various tests to ensure that the market we are entering is worthwhile.

Conducting effective market research will make or break your list building efforts. Once you’re able to define a market that is hungry for information you will be one step further.

Niche Longevity

Niche longevity refers to how long a particular problem will be around or how long a person is interested in a certain topic. There are obviously two types of longevity, which are long term and short term.

Short term niches usually consist of people that have a short term interest or problem. This could be something like the release of the Nintendo Wii. When the Nintendo Wii first hit the market everyone was rushing to the stores to get one.

Once they purchased a Wii that was pretty much it. That’s just one sale; you don’t have the opportunity to sell them on new products for years to come.

Then we have the long term niches where the interest or problem of a potential customer is long term, which usually means long term profits.

These are markets where people constantly buy new products in the same niche; an example would be very avid book readers. These people buy books on a regular basis and will continue to do so for years to come.

As you can see, **entering long term markets is where the money is.** Building a list of subscribers in a short term market really doesn’t make any sense, since the objective here is to make long term profits by sending promotions throughout the year.

So with that in mind, let’s get into brainstorming some potential niches to enter.

Brainstorming Niches

So we obviously want to come out with a list of hot topics, more importantly a niche that people are buying. To do this we want to brainstorm at least twenty niche ideas. Take out a sheet of paper and number it one through twenty and begin brainstorming ideas that come to you.

It is wise to enter niches where people are looking for information that is NOT available for free on the net. If you're like me, coming up with niche ideas isn't one of my strongest abilities.

So here's a list the web sites that will help you get going. These web sites have basically done all the heavy lifting for you by gathering the data and doing the market research.

So let's check them out:

1. Amazon.com Bestsellers List -

www.amazon.com/gp/bestsellers

This is where I do most of my niche research because Amazon is the KING when it comes to selling products online.

If you look at the side panel you will see all the different niches you can explore.

Just be sure that "Bestsellers" is selected and then begin searching the many different categories they have listed.

2. eBay Pulse

<http://pulse.ebay.com/>

EBay is also a place where a lot of buying activity is going on.

EBay Pulse basically tells you what products are receiving the most attention in their marketplace.

eBay pulse

3. Google Trends

www.google.com/trends

Google receives the most search engine traffic out of all the search engines on the net. They log what keyword searches are getting spikes in traffic. When a keyword is searched more times than usual it will show up in Google Trends.

You can use Google Trends as a last resort to finding a long term niche.

More to Explore

[Bestsellers](#)

[Hot New Releases](#)

[Most Gifted](#)

[Most Wished For](#)

Narrow by Category

[Any Category](#)

[Apparel](#)

[Automotive](#)

[Baby](#)

[Beauty](#)

[Books](#)

[Camera & Photo](#)

[Cell Phones & Service](#)

[Computers & PC](#)

[Hardware](#)

[Electronics](#)

[Gourmet Food](#)

[Grocery](#)

[Health & Personal Care](#)

[Home & Garden](#)

[Home Improvement](#)

[Industrial & Scientific](#)

[Jewelry](#)

[Kitchen & Dining](#)

[MP3 Downloads](#)

[Magazines](#)

[Movies & TV](#)

[Music](#)

[Musical Instruments](#)

[Office Products](#)

[Patio, Lawn & Garden](#)

[Shoes](#)

[Software](#)

[Sports & Outdoors](#)

[The Kindle Store](#)

[Toys](#)

4. Yahoo Buzz

<http://buzzlog.buzz.yahoo.com/overall/>



This is similar to Google Trends but Yahoo went to great lengths to organize their information into categories such as Movies and Sports. This is a great tool for niche discovery.

Once you come up with your list of twenty potential niches we will need to continue testing to see which niches are well suited for list building.

So after you have your list of twenty long term niches we will see if people are actually spending money in your chosen niche.

Finding the Problem

At this point you should have narrowed your list down to a few niches, now we want to find the problem that your particular niche is having and be able to present a solution that will be virtually impossible to resist.

These are the questions you need to ask yourself when trying to figure out the problems a potential market has.

- What is this market hungry for?
- What makes them spend money?
- What are they spending money on?
- What keywords/language are they using?

Now this step may seem unnecessary but I assure you that NOT knowing the problems and language that a particular niche uses is going to make a big part of your profits disappear.

To figure out what they are spending their money on and the problems that they are having simply visit related forums and blogs. To find forums in your niche you use the following search criteria.



Or



Simply replace “dog training” with your keyword.

You would go through these forums and **take note to the type of lingo they’re using and what type of questions they are asking.**

Most forums have a FAQ section. This is a great way to find the fears and questions a market has. Most of the time this is just enough research for me to enter a niche.

A good idea would be to take out a sheet of paper and write down five of the most asked questions and about three of the most commonly used buzzwords that the market uses to converse amongst themselves.

Once you’re able to articulate their problem better than they can, you have won half the battle. One other thing to keep in mind is that if you are able to speak their same language, they are more likely to trust you and thus you make more sales.

Please, only use this knowledge for good and not evil.

Providing the Solution

Now that you’ve found the problem we want to provide a solution and offer it to your prospect in order to build your list. We will be going over how to create products in a later chapter, which is what I like to call your “Lead Magnet”.

Now solutions normally come in forms of information or physical products. The easiest way to provide a solution these days is through information because the production cost is virtually zero and an information product can be easily created.

To provide an informational solution you will want to create an ebook, audio recording or video that provides quality information.

This is simply done by gathering information about what problems that market is having.

To get a good idea of what other marketers are doing to provide solutions we can do a simple Google search to see whose spending money on advertising.

Sticking to our “Dog Training” niche I will search Google and find a few ads and see the type of information they are selling. I chose the TOP three competitors that seem to be selling information.

Web [Show options...](#) Results 1 - 10 of about 35,200,000 for [dog training](#).

Missouri Dog Training
www.midwestdogtraining.com Real World Obedience Dog Training. Any Dog, Any Age, Any Problem!

We Can Train Any Dog
www.SitMeansSit.com Sit Means Sit of Kansas City Free Home Demo 816-878-4878

Dog Training Career
www.AnimalBehaviorCollege.com Certification at National School. Student Loans Available. Enroll now

How To Train A Dog, dog training tips and techniques for home ...
 Discover how to train a dog the right way yourself at home. Learn about clicker dog training, dog whispering, puppy house training and more dog training ...
www.dog-obedience-training-review.com/ - Cached - Similar -

[How To Train A Puppy](#) [Excessive Barking](#)
[Dog Behavior Training](#) [Training A Puppy To Walk On A Leash](#)
[Puppy House Training](#) [Clicker Training](#)
[Dog Obedience](#) [Stop Dog Chewing](#)

[More results from dog-obedience-training-review.com »](#)

Dr. P's Dog Training & Behavior Main Page
 Noncommercial, comprehensive site on all aspects of dog training & behavior. Arranged as a virtual library & emphasizes pointers to full-text articles.
www.uwsp.edu/PSYCH/dog/ - Cached - Similar -

Sponsored Links

Dog Training
 Learn Simple Dog Training Tips & Watch Training Videos at lams.com.
lams.com/Dog-Training

Dog Obedience Trainer
 Learn how to train and take care of dogs with the Dog Obedience program
www.PennFoster.edu

Training Your Dog at Home
 Tips, Tricks, & Proven Techniques
 Reveal Secrets to Dog Training.
www.TheDogTrainingSecret.com

Potty Training Puppy!
 Your Puppy Will Never Pee Inside Again. System Works in 7 Days!
HousebreakingMyPuppy.com

Now when I visit these sites their basically selling the information that I'm looking to offer my subscribers, which is GREAT!

This means that there are actual buyers in this market.

Depending on what method you choose to build your list will determine what type of product you will be creating.

It could be a 20 page report for subscriber optins or it could be a full product to build a list of buyers. We get into more detail on how to do that in later chapters but I just wanted to introduce it here.

Action Steps

Now here is a recap and the action steps you need to take to find a profitable niche.

- 1. Brainstorm twenty niche ideas on a sheet of paper.** Use the sites I listed above to help you come up with some suitable niches. REMEMBER to keep longevity in mind; niches with long term customers.
- 2. Determine niche profitability.** Next you want to begin weeding out your list to find the best niches to enter. You do this by determining the spending power or the amount of people spending money in a particular niche.
- 3. Determining the competition level.** Now for the competition. In this case competition is a good thing because it lets you know that there are people spending money, but you don't want to enter a niche where there are big businesses that have been around for years. It will be hard to see satisfactory results in those.
- 4. Finding the problem.** After crossing off the niches that have way too much competition we want to find the problem a niche has to be able to promote products to them and create our lead magnet material.
- 5. Niche Selection.** After you have weeded out your list by going through this process you should have found your niche or a few potential niches to enter.

This is by far the easiest and most effective way to find a niche.

Later we will get into keyword research and how to optimize your landing page or website for the best keywords in that market.

Once you repeat these steps over and over again it will become really easy for you and you will be able to find **PROFITABLE** niches with no problem.

Step 2 – Finding Products to Promote

This is where the money and profits start to come into play. We don't want to promote just any old thing. We want to inform our subscribers about products that will actually add value to their lives.

I want to go over three potential ways that you can profit from your list.

Finding Genuine Recommendations

I'm sure you get emails all the time about new product launches and different marketers promoting the same thing. We want to do things differently and step away from that type of marketing unless you're building a list solely for that purpose.

When you give genuine recommendations, your subscribers will trust you more than someone sending product launch emails all the time.

This will increase your responsiveness and profits over time.

You want to promote affiliate products that you've actually used or known of someone that has used them before with great success.

Most people will just enter the Clickbank marketplace and find a product that everyone is promoting and send an email to their list. This is the wrong way to go about things.

The easiest way to find genuine recommendations is to make a list of products that pertain to your list and that you have actually used or someone you know has used with great success.

Any product that is worthwhile will have an affiliate program. You can check these popular affiliate networks below for great affiliate products pertaining to your niche.

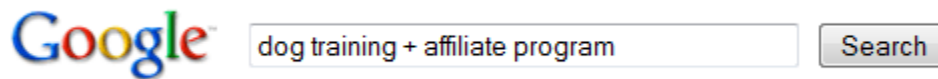
1. Clickbank – www.clickbank.com



2. Commission Junction – www.cj.com



If you've gone through each of these affiliate networks and you didn't find a suitable affiliate program for your niche then that's when we turn to Google. Enter a simple search like so:



Just replace "dog training" with the root keyword for your niche. It will list thousands of potential affiliate programs.

[Join Our Dog Training Affiliate Program](#)

Join Our **Dog Training Affiliate Program**. EARN \$37 PER CUSTOMER! Do You Have Your Own Website With Quality Content? By joining our **affiliate program** you will ...

[www.dogproblems.com/public/department8.cfm](#) - [Cached](#) - [Similar](#)

[Puppy and dog training affiliates - affiliate program for dog and ...](#)

No waiting for months like other **affiliate programs**. ... Puppy n' Dog Secrets 1192 E Draper Pkwy. #141. Draper UT 84020. United States **Dog Training** ...

[www.puppy-n-dog-secrets.com/affiliates.html](#) - [Cached](#) - [Similar](#)

[Best Paying Pet & Dog Training Affiliate Program: \\$38.85 per sale](#)

No other pet or **dog training affiliate program** with such a high payout of \$38.85 per sale and such a high commission rate of 105%

[www.trainpetdog.com/pet-affiliate-program.html](#) - [Cached](#) - [Similar](#)

[Dog Training Masters Home Study Course Affiliate Program](#)

Dog Training Affiliate Program Pays an INCREDIBLE \$33 Per sale!

[www.dog-training-academy.com/affiliates.htm](#) - [Cached](#) - [Similar](#)

[Ahimsa Dog Training Affiliate Info](#)

Ahimsa **Dog Training affiliate** page. ... Ahimsa **Affiliate Program**. **Affiliate Partners Program**. Open new **affiliate** account: ...

<https://ahimsadogtraining.com/store/affiliate.php> - [Cached](#) - [Similar](#)

[Dog Breed Care and Training Affiliate Program](#)

The **Dog Breed Care and Training Affiliate program** pays a whopping 50% commission with no minimums, and payments are made monthly.

[www.dog-breed-picture.com/dog-breed-care-and-training-affiliate-program.html](#) - [Cached](#) - [Similar](#)

Remember to only focus on natural search results when doing this search because they will be the most accurate in this case.

Your Own Products w/ Fast Product Creation

You can increase your profits by selling your own product but keep in mind that this requires much more work and a higher investment but the rewards are worth it.

In a later chapter I will show you how to create products at lightning speed. It is very easy to get information products created these days.

Here is just a short list of what's involved in creating your own product.

- Customer service
- Writing a salesletter
- Product fulfillment

The benefits of having your own product are:

- **You can have affiliates sell your products for you**
- **You will be building a list of buyers that you can market to later**
- **When you make a sale you receive 100% of the profit**

You can sell many different types of products but what I focus on these days are information products because they are easy to create and you don't have to worry about inventory or any of those silly things.

Clickbank publishes nothing but digital products so if you need some ideas about what products to create, browse through the marketplace to see what's selling.

Staying with the "dog training" niche I can simply visit the Clickbank marketplace to see what my "soon to be" competitors are selling.

Here are the results.

The screenshot shows the ClickBank Marketplace interface. At the top, there's a search bar with 'dog training' entered. Below the search bar, there's a 'Results' section with a 'Marketplace Help' link. The results are displayed as a list of products. The first product is 'Accelerated Dog Training Health Grooming' with an average sale price of \$12.22. The second product is 'The Dog Training System' with an average sale price of \$29.76. On the left side, there's a sidebar with a 'Resources' section containing 'Bookmarks' and 'Recently Removed'. Below that is a 'Reset Filters and Attributes' section with 'Filters' for 'Gravity', 'Avg \$/sale', and 'Initial \$/sale'. At the top left, there's an advertisement for 'INFOPRENEUR SUCCESS GUIDE' for \$27.

Remember to use quotes when searching so your search results will be more specific. As you can see there are TONS of competitors showing exactly what they sell.

Find what's working and do something similar.

I will go over in great detail how to create your own product. Avoid the hassles by observing what works and what doesn't. However, if you choose this route be prepared to put in more work.

CPA or Cost per Action

This is probably the easiest way to make affiliate sales because you are not selling anything.

The idea behind Cost per Action or CPA affiliate marketing is to gather leads for businesses that are willing to pay for them.

If you master generating fresh new leads you have the ability to get paid for life.

Here is a typical situation, you build a HUGE list in a profitable niche and broadcast an email promoting a free trial offer to people that are genuinely interested.

A good number of the people will take you up on your offer because there is nothing to buy!

For every person that takes you up on the offer, you will get paid anywhere from \$2 per lead all the way up to \$75 per lead and you didn't have to sell them anything.

This is a method that a lot of marketers are not using effectively.

To start promoting offers like these you will need to sign up for a CPA Affiliate Network.

These are the companies that broker the lead deals between you and the companies looking to get more leads.

Remember that you must act or seem professional for these networks to accept your application. So have a blog or site already built to prove to them that you are serious.

Here are some affiliate networks that I recommend:

- Commission Junction – www.cj.com
– Oldest and most newbie friendly network.
- AzoogleAds – www.azoogleads.com - Also newbie friendly
- NeverBlueAds – www.neverblue.com
- HydraNetwork – www.hydranetwork.com

There are a lot more affiliate networks that you can join but if you're just starting out I recommend that you begin with those listed above.

Action Steps

By now you should have chosen a profitable niche to go after and you should have determined how you will monetize your list.

After completing Step 1 and 2 you are ready to move on to Step 3 where we will determine which list building strategy we will use to build our list.

Step 3 – The List building Method

Now we're getting into the strategy part of the system. Here's how you can instantly begin building your list.

Method : Free Report or Video

This is the most common way to get someone to optin to your list. You offer a free ebook explaining how your product can solve your prospects problem.

If it's appealing to them, they will optin to receive your free material.

This way you get them in your marketing funnel and begin preselling them on the main product or service that you are promoting.

Here is an example of the "Free Report" method:

Urgent: Download This Time-Limited Money-Making Report Worth \$47 Now!

"Free Ebook Reveals The Secrets To Making \$1,000 Online In Less Than 30 Days From Now!"



From: Ewen Chia

If you've ever wanted a **real way to easily make money online**, then this content-packed **48-page FREE ebook** will show you exactly how!

You don't need a website or product to make tons of cash online most times, learn the **step-by-step** secrets now...

YES Ewen! Send Me My Download Link For The Ebook Now Before It's Gone Forever...

Fill in your first name and email below and you'll instantly receive the download link to this amazing free ebook worth \$47!

Plus you'll also get a copy of **"7 Days To Freedom"** worth \$27 absolutely FREE as a special fast-action bonus too!

Fill In Your First Name & Email Now For Instant Download...

First Name:

Email Address:

[>> Click Here To Download >>](#)

(Download links will be sent to your email. Your details will never be shared. Just like you, We hate SPAM too!) 

Inside this amazing free ebook you'll discover:

- How To Make \$1,000 Online Fast (page 7)
- Biggest Mistakes Made By Beginners (page 12)
- 9 PROVEN Money-Making Models (page 15)
- Easiest Way To Money From 'Scams' (page 40)
- And Much More!



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I get nice conversions all day long with this simple, yet effective landing page.

Don't worry if you don't understand what a marketing funnel is. I will go over the complete optin system and how your leads are funneled through the system in later chapters.

Action Steps

At this point you should have completed the following:

Step 1: Finding a Profitable Market

Step 2: Finding a Product to Promote

Step 3: Choose Your List building Method

Now that we've built our foundation we want to get into the mechanics of your list building machine...

Step 4 – Setting Up Your Autoresponder

Since this is a complete guide to building an optin list I wanted to make sure that I included everything so even if you're brand new you don't have to go elsewhere to get the information you need to get started.

I recommend using GetResponse because they are reliable and I have been using them for years. I will briefly guide you on getting everything setup and ready to go.

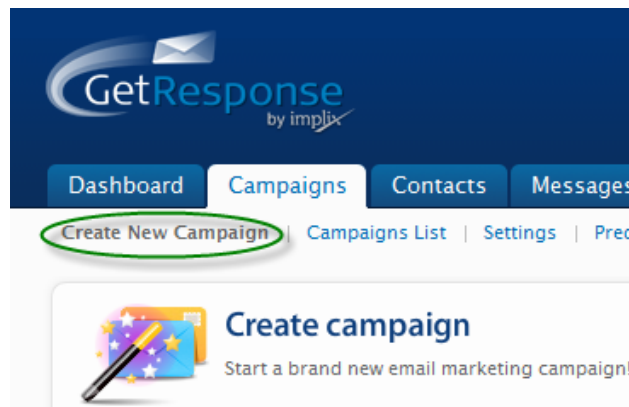
1. Setup a GetResponse account at: <http://getresponse.com>.

There are also other great autoresponder services such as:

Autorespond.com & iContact.com

2. Now that you have your account setup you want to create your list settings.

At the top of the screen you will see “Campaigns”, simply click this & then click “Create New Campaign”



After entering the name of your campaign you will want to select, “Start Creating Follow-up Messages”.



3. Start out by creating your follow up messages in “plain text” because studies show that people are more responsive to them and they load a whole lot quicker than HTML emails.
4. This is pretty much all you have to do when setting up an autoresponder sequence with [GetResponse](#).

In a later chapter we will be covering how to write high converting emails.

Action Steps

At this point you should have the following steps completed.

Step 1: Finding a Profitable Market

Step 2: Finding a Product to Promote

Step 3: Choose Your List building Method

Step 4: Setup Your Autoresponder – This step is pretty simple. You should have a list setup and ready to go. Now that all systems are a go, we will get into the nuts and bolts.

Step 5 – Creating Your Lead Magnet!

This is going to be the key to getting people to subscribe to your list.

Your “lead magnet” is content that your potential subscribers want and will enter their name and email address in order to get.

It is important that this information be highly sought after and valuable, otherwise they have no incentive to give you their name and email address.

There are generally three ways you can create a “Lead Magnet”. I will explain each below.

Method #1: Free Article Report

Offering a free report is the most common type of a “Lead Magnet” that you can create and it is also the easiest. This can be fifteen to thirty pages long. This content will have to make them accept your offer.

The object of the free report is to allow your visitors to get a sample of the information or products that you are selling.

In some cases, the free report is simply given just to build a list.

Using my “dog training” niche example here are some example titles for free reports:

1. How to Housebreak Your Puppy
2. 7 Tips for Dog Potty Training
3. DIY Dog Training Mini Guide

An easy way to get content and titles for your free reports is search article directories for articles in your niche. Use these article titles and articles as a swipe file for you short reports.

Search Google like so:



Replace, “dog training” with the root keyword of your niche. You can also search other article directories. Here is a list of the top 7 article directories:

1. www.EzineArticles.com
2. www.articlebase.com
3. www.GoArticles.com
4. www.ArticleDashboard.com
5. www.ArticleSnatch.com
6. www.ArticleAlley.com
7. www.SearchWarp.com

Please note that this method can also be used for the \$1 Optin method, but instead of it being free you actually charge a measly \$1 for it.

Method #2: Instant Free Report

If writing is not your passion or you completely hate the idea, there are easier ways of getting your “Free Report” written in the shortest amount of time possible.

I want to go over two ways to get this done quick and easy.

Using PLR

PLR stands for “Private Label Rights”, which is going to be the quickest way to get content. This is content that you can purchase for dirt cheap. You can use in any way you choose, depending on what the rights allow.

In most cases, PLR articles come with no restrictions so you can easily take a few of these articles and put them together to create a report.

Here are some resources for picking up some PLR content at a fair price.

- <http://www.privatelabelinternetbusiness.com> (my own service!)
- <http://www.plrarticlepros.com>
- <http://www.articleunderground.com/>
- <http://www.plrpro.com/>
- <http://www.plrassassin.com/>

Outsourcing Article Writing

If you want to ensure that your content is unique and provides value, you can outsource about 10 articles and combine them to create an “Instant Free Report”.

You can outsource some quality articles these days for about \$5 each. So you’re looking at about \$50 to create a decent report.

Remember this is an investment, not an expense. You will make your money back many times over once you set all these wheels in motion.

Here are some outsourcing sites I recommend to getting these articles created.

- <http://elance.com>
- <http://rentacoder.com>
- <http://getafreelancer.com>
- <http://99centarticles.com>
- <http://cyberhubonline.com>

Method #3: Free Video

More people are visual by nature and would much rather watch a quick video as opposed to reading a report.

With a “Free Video” the idea is basically the same as a free report but in video.

When creating a video you want to provide proof of income or the results you’ve achieved by using your product.

Creating videos online and posting them to the web is becoming easier and easier. Here are some simple tools you can use to create videos and post them to the web.

1. **Slideshow Software** – Creating a slideshow presentation is simple and it’s a great way to get your information out there. Here are several pieces of software that you can use to create slideshows.
 - Microsoft PowerPoint – This is the obvious choice but if you don’t have \$150 to spend on software at the moment there is a suite of free tools called...
 - Open Office - <http://www.openoffice.org/> they work and function similar to Microsoft Office’s software but it is entirely FREE.
 - Using a service like <http://www.slide.com> which is free as well
2. **Camtasia** - <http://www.techsmith.com/camtasia.asp>

This is the tool of choice when using screen capture software to create videos because it is so easy to use. Creating screen captures with slides is by far the

easiest way to create videos. Though it has a hefty price tag, it is well worth it and plus it comes with a 30 day trial.

3. Jing Project - <http://www.jingproject.com/>

This is a free version of “Camtasia”; it is basically the same but it is limited to certain features.

4. CamStudio – <http://camstudio.org>

This is another free screen capture software tool. So if you’re on a budget you can use “FREE” software tools to get started and later invest more into your business.

Method #4: Instant Video Report

This is another really easy way to create a quality “Lead Magnet”.

You can create a list of other people’s videos that pertains to your niche!

So you would simply do a quick search on YouTube (www.youtube.com) for your main keyword and see what quality videos come up.

Collect the URL’s of these quality videos and put them all together in a short report.

Check out the screenshot below to see how easy this!

The screenshot shows a YouTube search results page for the keyword "dog training". The search bar at the top contains "dog training" and shows "1 - 20 of about 41,800" results. The page is filtered by "Channels" and "Playlists". The search results are sorted by "Relevance". The first video is "Bringing a New Puppy Home" by Eukanuba, with 47,690 views and a 5-star rating. The second video is "Puppy Potty Training" by beavisdawg, with 2,754 views and a 5-star rating. The third video is "Dog Training - Training Your Dog To Pee And Poop On Command" by elietendre1, with 78,313 views and a 5-star rating. The fourth video is "Basic Dog Training Tips : How to Train a Dog to Stop Barking" by expertvillage, with 152,805 views and a 5-star rating. The fifth video is "Aggressive Dog Behavior" by costaricajones, with 13,075 views and a 5-star rating. The sixth video is "Balanced Obedience Hawaii" by sabrinamclark, with 3,703 views and a 5-star rating. The seventh video is "Chiropractic Patient Ed. Software to Grow Your Practice. ROF's, Presentations, Workshops" by abouttheback, with 3,703 views and a 5-star rating. The eighth video is "Dog Gone Hollywood" by abouttheback, with 3,703 views and a 5-star rating.

As you can see there are over 41,800 related videos that I can go through and create a list from. This saves your potential subscriber the time and effort of finding all these quality videos themselves 😊

Method #5: Fast Product Creation

There are many different ways you can create info products. They can be created in the following formats:

1. **EBook/Written** – You can write this ebook yourself by first creating an outline then filling that outline with content. It usually takes me about 3 days to create an ebook and that's taking my sweet time.

You can also outsource this to a professional writer at popular outsourcing sites such as: www.elance.com & www.getafreelancer.com just let them know what type of ebook you want written and you will usually get a reply within hours.

2. **Audio** – If you have a simple microphone that you can hook up to your computer and some recording software you can create an audio series by simply recording what you would have typed in an ebook.

This is easier and much faster. You can then take the audio and have someone transcribe it for about \$10 for every hour of speech at the outsourcing sites I listed above. At this point you will have 2 products.

An audio series and an ebook you can add as a bonus product.

3. **Video** – This is another easy way to create a quality product. Using video is becoming easier these days because there is a lot of software that makes this task easy as butter.

You would record a video of you going through a slideshow as if you were doing a presentation. I use Microsoft PowerPoint for this, then you would use screen capture software such as www.camtasia.com to record your screen as you give the presentation.

Using the camtasia screen capture you would render the videos in a shareable format and BOOM! You have a product. People put more value on video products because it's more interactive than reading an ebook.

As mentioned before, you can also use Camstudio which is free.

Action Steps

I just laid out 5 simple methods to creating products at lightning speed for you.

Choose one way to create a “Lead Magnet”. Be sure that it is aligned with the list building method you have chosen.

After you have chosen how you want to create your lead magnet, simply execute it. This is where most people get stuck or even worse...lazy. Don't give up before you even get started. You are almost over the hump.

Here is a quick rundown of the steps you need to have completed before moving on.

Step 1: Finding a Profitable Market

Step 2: Finding a Product to Promote

Step 3: Choose Your List building Method

Step 4: Setup Your Autoresponder

Step 5: Create Your Lead Magnet

The next piece of this puzzle will be your Lead Capture page.

This may be the most important chapter in this entire course so get ready...

Step 6 – Setting Up Your Lead Capture

I will take you through everything you need to know about setting up a lead capture page. You may hear different terms such as squeeze page or landing page but the idea is to capture leads, or in other words optin subscribers.

Choosing a Domain Name

You first need a domain name for your website.

Get one from <http://www.namecheap.com>

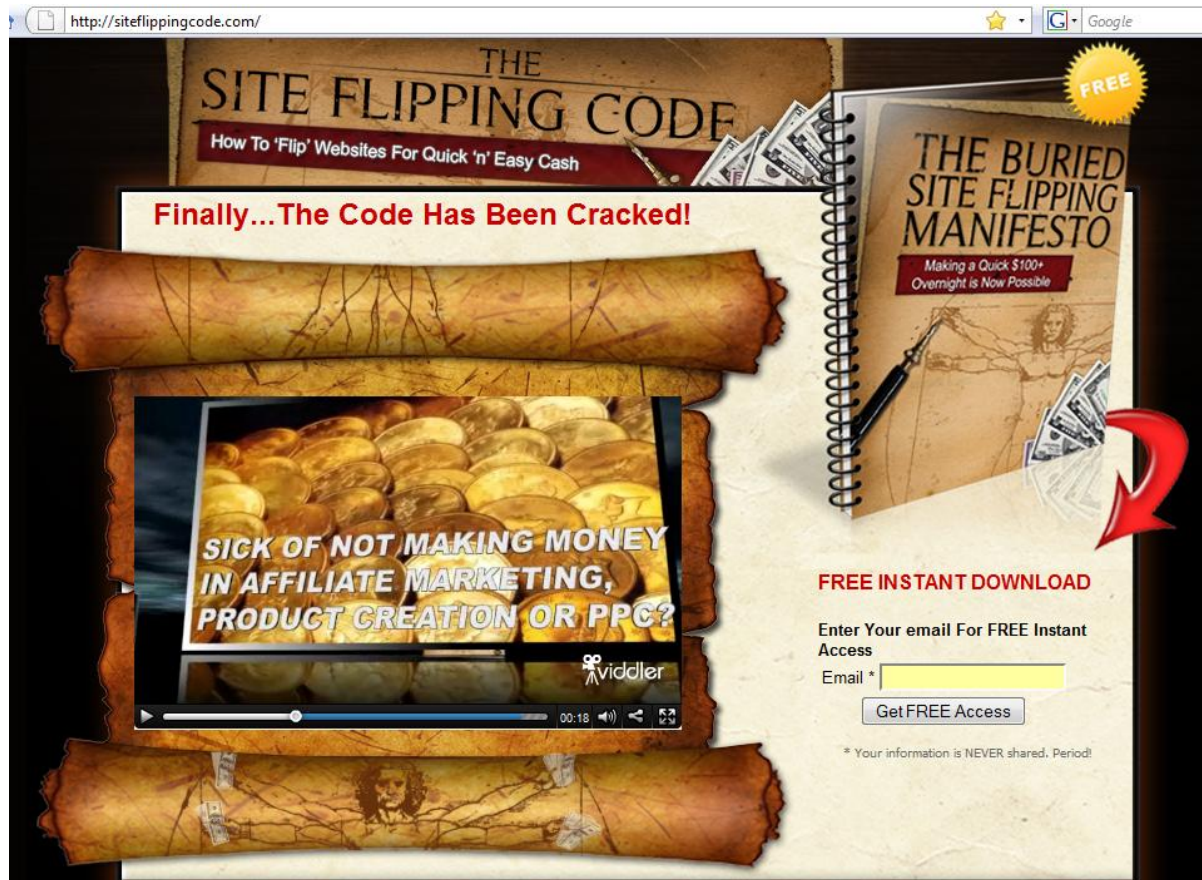
I would recommend you to get a domain name that is relevant to your market.

Your Lead Capture Page

You probably see these types of landing pages all over the place because they are the easiest to build and market.

If you choose the “Free Report” method then this is the kind of landing page you will need to build.

Below is a simple example of how one marketer asks for just an email address to receive a free report and will later offer the reader a chance to buy their main product:



Creating Your Landing Page

At this point you probably thinking these landing pages look cool and all but how can you get these created for your own list building efforts?

You can refer to the templates in your autopilot profits members' area to help you create your squeeze page fast.

After your squeeze page is up, you can instantly recommend an affiliate product on your download page and make autopilot commissions!

You should also recommend this same affiliate product in your follow up emails so you can increase the chance of making even more affiliate sales.

This is what I call the **"Multiple Exposure Method"**.

The Typical Lead Capture Process

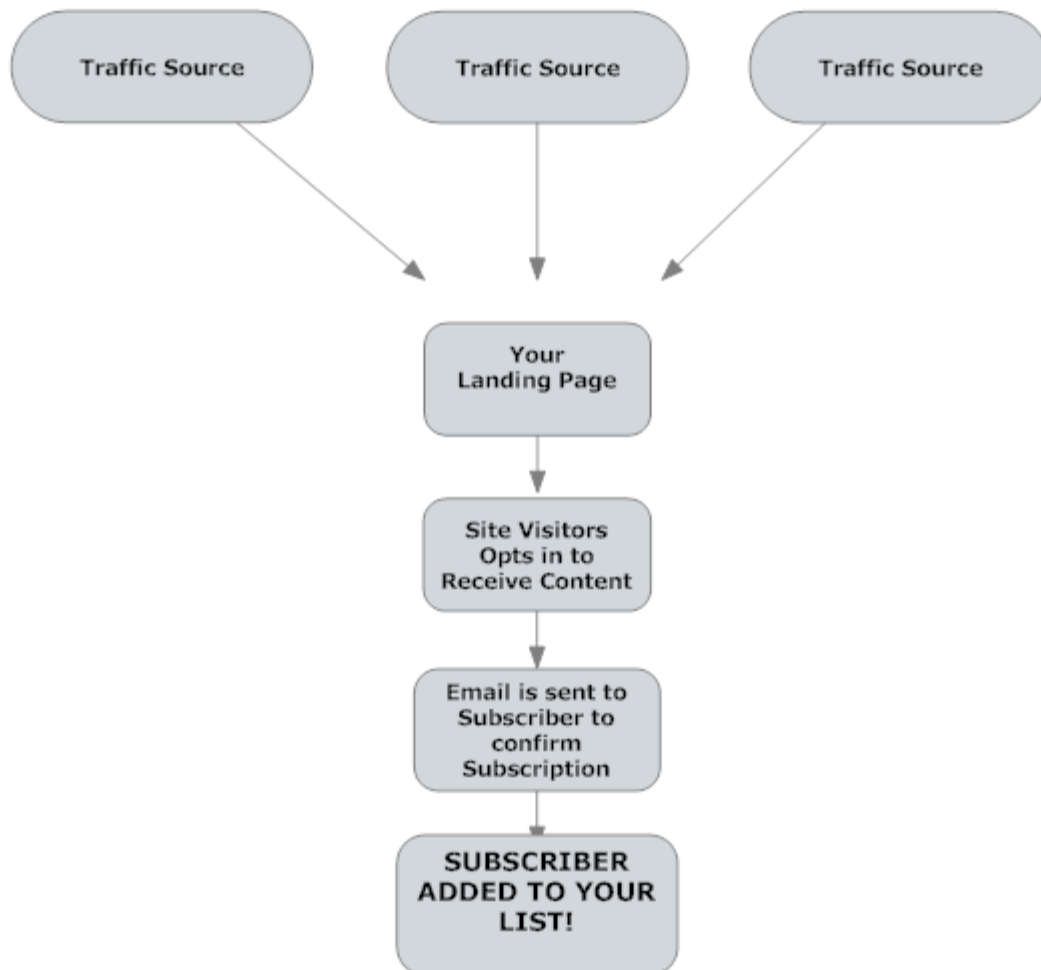
It's important to know and understand the lead funnel process. Once your landing page and email copy is all ready to go you want to send a massive amount of traffic to your landing page.

After getting traffic to your landing page you will begin to see subscribers opting into your site left and right.

After someone subscribes to your list by requesting to receive your "lead magnet" material they will be sent a confirmation email to ensure that they did in fact optin to receive your information.

Once they confirm, your first message should say thank you and have a download link or link to your website were they can access the information you promised.

The process looks similar to the diagram below:



Conversion Tactics to Explode Your Optins!

It is important to know what conversions are and how they affect your business.

In this section, I am referring to the conversion rate on your landing page.

You can expect to receive a 20% - 50% conversion rate on a normal lead generation page. This is the amount of people who visit your site and optin to your subscriber list.

I will go over a handful of ways to increase your conversions and thus the amount of people who optin to your list.

These are easy changes you can make to your landing page that will increase your conversions by as much as 50%!

Conversion Tactic #1: *Only ask for an email address*

More and more people are less willing to give their information out over the internet and if they only have to enter their email address to receive something for free it is truly a win-win situation.

Conversion Tactic #2: *Put optin form above the fold*

Above the fold is the area on a web page that is visible without scrolling down. It is said that only 10% of site visitors hit the scrollbar.

That means close to 90% will not see your entire landing page. So it is a must that you put your optin form above the fold where people can see it.

Conversion Tactic #3: *A definite call to action*

This is obvious but you want your site visitors to immediately take action when they reach your site. In most cases you want them to optin to receive your free content.

You put “Free Instant Access” under your optin form to make them take action as fast as possible.

Conversion Tactic #4: *Show an ecover or picture*

Have you heard the phrase - “A picture tells a thousand words”? It’s very true in the conversion process!

You want to give the potential subscriber an idea of what they will receive for free once your site visitor opts in. This builds curiosity and makes them want to optin to see what your content is all about.

It is proven that if you provide an image of an ebook cover or a DVD cover it helps the prospect visualize that they are receiving something of *perceived value* for free.

Conversion Tactic #5: *Include a photo of yourself and your name.*

This helps your site visitor trust you. Many people are still skeptical about different web sites and want to see that a real person is behind the web page.

Conversion Tactic #6: *Keep it simple and clean*

When in doubt it is a good idea to keep your message straight forward and simple. This ensures your site visitor is not all over your website trying to figure out what to do.

Here is a good example of a simple and clean landing page design using the various conversion tactics above.

This landing page alone has a **75% optin** conversion rate!

ATTENTION: In Less Than 60 Seconds You Will Discover...

"How To Automatically Generate \$1,000's Online Every Single Month With This Secret Passive Income System...Even If You're A Complete Beginner!"




**IMPORTANT: Fill In Your Name & Email Below Now To
Discover This Secret System While It's Still Available!**

First Name:

Email Address:

[Click Here Now For Instant Access!](#)

Use an email address you check regularly so you can receive all information.  Your details will be strictly protected and safe. It will never be sold or shared.

I'll See You On The Inside...

Ewen Chia

Notice how everything flows right to the optin form, leaving no other optin but to subscribe. Powerful stuff if you ask me. 😊

Action Steps

In this step you should have purchased a domain name if you didn't already have one.

You should have also chosen a landing page style and actually have it setup and ready to upload to the web.

Here are the steps you should have completed up to this point.

Step 1: Finding a Profitable Market

Step 2: Finding a Product to Promote

Step 3: Choose Your List building Method

Step 4: Setup Your Autoresponder

Step 5: Create Your Lead Magnet

Step 6: Chose & Create Your Landing Page

Step 7 – Writing Killer Email Copy!

Now we're almost through the entire course but this is where we get to the good stuff, which is writing emails that will convert what you learnt into to cash.

All your hard work will go out the window if you don't know how to communicate with your list effectively.

Here I will be giving you the elements that each of your emails should have so that you have a good idea of how to write email copy. Next I will give you a few examples of great email copy.

You can use these examples as reference or for a swipe file later down the road.

Building Trust & Responsiveness

Essentially trust is what list building is all about because if your list doesn't trust you, you are going to have a hard time turning it into a profit.

Trust is also what builds responsiveness, you can have a list of 100,000 subscribers but if they don't trust you, how confident are you that they will open your emails?

You want your subscribers to know you are trustworthy, so if you promise something or tell them you're going to do something it is VERY important to keep your word.

We all know that trust cannot be built overnight so we will be going over how to build trust with your subscriber list.

These are going to be actions that you have to continuously do over and over again for them to be effective in the long run.

The best way to build trust with your subscribers list these days is to offer free stuff because when someone doesn't have to come out of pocket for something they would normally have to buy, they will love you for it.

This could be your lead magnet content or a few chapters out of an ebook that you are releasing to this market.

When you do this, you will start to notice your click through rates (CTR) and open rates start to increase because your subscribers have faith in what you are saying.

Another approach is telling your personal experience with different products and services in your niche.

This could be a good or bad review. People simply hate wasting their money and they are looking for a review of a product they are interested in. This is also a great way to earn affiliate commissions, so long as the product gets good reviews.

When building trust with your list always keep this in mind and you should be alright. If your subscribers see that you are sending them emails as a benefit to them as well as yourself then you should be alright.

Writing Tempting Subject Lines

Your subject line is going to determine if someone opens your emails or not.

You have to ask yourself, what makes your email stand out from the 100s of emails that people receive each day?

Many people are not even aware that most of their subject line writing is already done for them.

[Digg](#) is a site full of eye catching news and information. Digg is a social bookmarking site where people submit interesting stories that they saw on different websites.

These are already proven headlines that have received a lot of attention. Use them as your subject line to get your emails read! Here are a few examples in the “dog training” niche.

The image shows a screenshot of a Digg search results page for the keyword "dog training". The results are listed in a vertical column. Each result includes a digg count, a thumbnail image, a headline, a brief description, and the user who made it popular. Three black arrows point to specific headlines: the first to "You the dog!"—Training Dogs for War (video)", the second to "Insane Police Dog Training Video", and the third to "Frisky dog nuzzling girls in a park video".

Digg Count	Thumbnail	Headline	Description	Popularity
208	[None]	"You the dog!"—Training Dogs for War (video)	washingtonpost.com — Air Force Base, Washington, D.C. — Air Force dog handlers train canines to search fire zones and for domestic patrols.	SexyGeekGirl made popular 16 days ago
3366	[Image of a dog]	Dog Training [FAIL]	faildogs.com — On the other hand at least it wasn't your shoes.	suxmonkey made popular 29 days ago
3084	[Image of Mike Peters]	Dick Cheney Gets Things Done	blog.indecisionforever.com — Mike Peters shows us a lighter side of the former vice president, dog...	inactive made popular Apr 28, 2009
821	[Image of a dog]	Insane Police Dog Training Video	video.google.ca — This is why you shouldn't break the law. Watch as these well-trained dog:	inactive made popular Aug 29, 2006
1283	[Image of a dog]	Frisky dog nuzzling girls in a park video	starsclips.net — This frisky dog is let loose in the park and runs around hitting on all the girls!	louiebaur made popular Aug 17, 2008
2421	[None]	Dog Waits for Master to Come Home for 10 Years	gimundo.com — The true story of a devoted Akita dog from Tokyo named Hachiko, who waited at the train station for 10 years until his death.	miranda622 made popular Apr 1, 2008

The ones with arrows pointing to them are just the ones I would use in the dog training niche. You see how interesting and creative these titles are?

Most of the hard work is already done for you. *If you search www.Digg.com with your root keyword you will find a bunch of subject lines you can use.*

Here is a list of the different subject line methods with an example for each. This is more of an art and the more you practice the better you get.

1. **Giving the Facts** – 85% of Dogs Are Not House Trained
2. **Asking a Question** – Why Doesn't Your Dog Listen?
3. **Fake Reply** – Re: That Was So Cool...
4. **Free Report** – Quick Dog Training (Free Report)

Bad News Subject Lines

For some reason people just love hearing bad news. If you watch any type of news channel you will rarely hear anything good, yet people still watch the news.

It is proven that “bad news” subject lines get read more often than positive ones.

Below are some examples:

- SUBJ: Bad News
- SUBJ: Here's some very bad news
- SUBJ: Sorry to bring you bad news
- SUBJ: This sucks!
- SUBJ: This Guy Has lost his mind!
- SUBJ: Don't take it personal...

Tempting Subject Lines

To tempt someone to open emails you have to say something really off the wall that a normal person wouldn't hear every day.

Here are some examples:

- SUBJ: 16 Year Old Millionaire
- SUBJ: Confirm your Shipping Address
- SUBJ: You Won't Believe This!

Building Curiosity

Have you ever heard the saying, “Curiosity killed the cat”? Well the same is almost true for humans.

We simply have a strong curiosity about many things, it’s just human nature. Here are some examples of subject lines that spark curiosity.

- SUBJ: Here are three shocking reasons to avoid this...
- SUBJ: I’m curious to know what you think about this
- SUBJ: Here’s something you weren’t expecting!

Relationship Building Emails

The objective here is to be courteous and use your people skills to win over your subscribers trust. This doesn’t come easy but by being polite people will take more interest in what you have to say.

- SUBJ: Personal message for...
- SUBJ: A personal note to show my appreciation
- SUBJ: I wanted to “thank you” personally

Empathy & Feedback

This is a very effective subject line method because you are consoling your subscribers so to speak. Everyone loves to have a shoulder to lean on when they have a problem.

- SUBJ: What’s your biggest downfall when it comes to...?
- SUBJ: What frustrates you most about...?

A More Personal Touch

You don’t want to make your emails so business oriented and impersonal. After a while your subscribers will feel like they’re getting emails from a robot and will eventually stop reading because they don’t feel like a person is on the other side.

You want to give the impression that you go through normal day to day things like them. This draws them closer to you because some of your subscribers will begin to notice that you are just like them.

- SUBJ: This was so embarrassing
- SUBJ: Make sure you avoid this mistake that I just did
- SUBJ: Want to know the biggest mistake I made in this business?

Warning Signs

It's human nature to want to avoid problems and pain.

When you send emails with subject lines that help people avoid these problems and pains they will jump at the opportunity.

- SUBJ: How to stop the IRS from closing your business
- SUBJ: Six steps you can take today to avoid swine flu
- SUBJ: Stay far away from these three scams

Write Hot Converting Email Copy

You can have a HUGE list of subscribers but if you don't know how to write email copy your pretty much dead in the water.

Trust building and responsiveness is only one piece to the puzzle because you can only take it so far.

The key thing to keep in mind is to make sure you write emails convincing enough that anyone will purchase what you tell them to purchase.

Some say that copywriting takes a lot of time to learn and in most cases a lot of talent. Copywriting is nothing more than **the ability to use words to persuade readers to see exactly what it is you see**. If you have enough convincing elements in your copy you should do well.

One of the key things to keep in mind is that people want to receive emails from friends, NOT salesmen.

So the idea is to not sell to them every chance you get.

I say about 95% of Internet Marketers write emails with a loud sales pitch attached to it, even most of the big name gurus you hear about.

They start off with the friend approach but as you continue reading it looks more and more like a sales pitch, which in turn gets thrown in the trash bin. This is very ineffective since online consumers are getting smarter, so the next time they see an email from you it will likely never get read.

Like I stated before you need to write emails like you're writing to a good friend of yours.

To get higher open rates you must write this way. The normal open rate among internet marketers is 15%, which is very low.

Getting a higher open rate can instantly increase your sales if you're taking the sales pitch route every time.

To increase your open rates you truly have to become friends with your subscribers. Yes, I said it...you have to become friends with complete strangers, but in the end this will prove to be a win-win situation for both parties.

So in closing **write every email you send to your subscribers as if you are writing to a friend.** When recommending a product you must imply that it is something worth their time and energy.

In the chapters that follow, I will show you some of those convincing elements so you too can begin writing some stellar email copy.

Defining Your USP

USP stands for Unique Selling Point. This should be the very first thing you do before you write your email copy. You want to figure out what makes the product you are promoting better than anything else on the market.

Defining your USP is usually intended for product launches or genuine recommendations that you might make to your list. In order to do this you must research your competition to see how your product is better than theirs.

After doing your research you will find at least one thing that the product you are promoting does better.

Whether it is cheaper, faster, has more value, more efficient, better designed and so on. After you find a few features you will want to write them down so you can educate your readers on how the product you're promoting is better than the competitors and how it will solve their problem.

Don't make outrageous claims or go overboard, keep these features true because there is a little skepticism in all of us and you don't want to ruin any potential sales by going overboard.

Creating a unique selling point should be compelling enough to spark interest and that interest should turn into desire. If you do this correctly your product should stand out far ahead of its competitors.

Once you have created your USP effectively you will want to add on to it by sparking curiosity or getting the reader interested.

Sparking Curiosity

Once your reader gets past your subject line they will need something that will intrigue them to take action on the information you have given them.

People only buy things when they feel they need or want it.

Depending on the niche you have chosen you will have to make sure your subscriber is feeling one of those emotions.

So the first step is to get the buyer interested in the product that you are promoting. You don't spark curiosity or interest by rattling off facts and features of a product.

In order to spark your readers' interest you must focus on the benefits the buyer will receive by purchasing that product. The most common way to do this is by talking about the problems that the particular product you are promoting could solve for them.

So by offering them something that just might solve their problem they will instantly become interested and listen to what you have to say.

This is all you have to remember when trying spark interest. Focus on showing the benefits and how your product will solve their problem.

Creating a Rock Solid Guarantee

This is also another important part because by selling products over the internet you have something you must overcome.

Some people are very suspicious about products being sold online because they feel it's a scam or the product will not do what it says.

This is a fear that most people share. In order to combat this fear and convince them that you have a genuine product you want to offer them a "Rock Solid Guarantee" that they can depend on.

The best way to do this if you are selling an information product is to offer a 60 Day, No Questions Asked, Full Money back Refund. This is pretty much the standard when selling eBooks because you have virtually no expenses.

Clickbank (www.clickbank.com) requires that all their publishers state that guarantee on their sites.

Guarantees that say their money will be returned if the product does not perform as was described can cause fewer headaches for both buyers and marketers alike. So you want to stick to the basics and use a guarantee to convert more clicks into sales.

Bulletproof Call to Action

This can be something simple as, “Buy Now!” But as you already know the good old days are long gone and it requires a little more effort to get potential customers over the hump.

I feel that any call to action should have a “sense of urgency”, where the reader is compelled to act right now instead of later when it’s more convenient.

The reason why this is so important is because people tend to postpone things for many reasons but nine times out of ten they never return to do what they intended. That’s why it is important to get them to ACT NOW!

Examples of this would be:

- Only 20 Copies Will Be Sold
- Offer is Coming Down at Midnight
- You Will Only See This Offer Once

Putting It All Together

We covered a lot of ground in the last few pages. Here I want to put it all together so that it makes sense when you are crafting your email copy.

1. **Trust & Responsiveness** – This is where it all begins. You must build trust with your list so that your subscribers are responsive and your emails get opened.
2. **Crafty Subject Line** – This is another part to getting your emails opened. Just think that you are competing with 100s of other emails that a normal person would have to go through.
3. **Define Your USP** – This is what will get your subscribers interested in what you have to say. Remember to point out key benefits here.
4. **Sparking Interest** – This adds on to the USP and creates desire.

5. **The Guarantee** – Tackle the normal internet user’s fear of buying online with a “Rock Solid Guarantee”. This is known to boost conversions.
6. **Call to Action** – Finally you must give them an action to take! Be sure to inject urgency here because we want them to act now, as opposed to later.

Example Email Copy

I know most of use work best when you have templates or examples that you can model off of. I have included an example of an email I wrote; use this template to craft your own emails.

Remember, if you are in any niche it is a good idea to subscribe to your competitors list to see what they’re writing to their list.

Look what happened <\$firstname\$> (urgent)... ← **Subject line sparks curiosity**

Hi <\$firstname\$>,

I was offline for just a few days and the net’s BEST niche ‘instant business’ site is closing its doors barely after opening! ← **Building curiosity with USP**

Grab yours now while you still can, do it immediately as it’s *urgent*! ← **Immediate Call to Action!**

==> <http://www.myaffiliatelink.com>

(There’re VERY few places left as people are snapping this up like crazy even as you read this...) ← **Injecting scarcity to increase CTR**

==> <http://www.myaffiliatelink.com> ← **Strategic link placement, gives reader more chance to click**

I gave a testimonial for the site before it was launched and stand 100% behind it.

The massive VALUE you receive as a member is simply mind-blowing - this has to be the most *complete* and laziest way ever for you to rake in unlimited niche p’rofits every month, guaranteed. ← **Unique Selling Point**

It ought to be ‘illegal’ but it’s not. Get going now before you miss this once in a lifetime chance... ← **More scarcity, to get them to ACT now!**

==> <http://www.myaffiliatelink.com>

Ewen

PS. I forsee it’ll be over in less than 24 hours from now - ACT on this immediately... ← **Powerful P.S. leaves the reader with a decision to make**

==> <http://www.myaffiliatelink.com>

The Secret Sauce – 6 Email Tips & Tricks!

The “secret sauce” is basically what you can do to increase sales and conversions when you send a broadcast to your list.

1. **Adding the P.S.** – This is an easy email tweak that is known to convert. The reason why the P.S. is so popular is because a lot of people skim through large chunks of text but don't mind reading little snippets of text. You could repeat your USP in your P.S.
2. **Short & to the point** – Keep your emails short and to the point, the longer an email the more turned off a person will become.
3. **Send at specific times – The best time to send an email is 4:30 CST on Tuesday or Thursday** because these days are proven to get higher open rates.
4. **Call to action links** – I'm sure you've seen emails where it has the same link sprinkled throughout the email. This is to constantly get the subscriber to take action and click the link. Place your link in the intro, body & close.
5. **Resend to unopened** – Only about 15% of the emails you send out will get opened. That's over 85% of your subscribers not even reading your message. Resend the same email to that 85% that did not open it the first time.
6. **Follow-up emails** – The way you sell more is to continue to follow up with your subscribers after they have been added to your list.

The more they hear from you the better. I'm not saying blast three or four emails a day. I'm saying email as if you were a close friend.

Stay in the range of once a day or every other day. When promoting a product it is also a smart idea to continue to send an email on the affiliate product because you may reach a subscriber on the second broadcast that you didn't catch on the first. This ultimately increases your sales.

Action Steps

In this step I want you to create your first three emails that will be sent to your subscribers as soon as they opt in to your list.

These three messages should be in your automatic follow-up sequence.

Now depending on what list building method you used, your email sequence will be different. Let's say for instance you went with offering the free report, your email sequence should go something like this.

Email #1 – Sent Instantly Upon Confirmation

The first email you send out should include the download link or access page to the information you promised in exchange for their name and email.

Email #2 – Sent on Day 2

On day 2 you will want to follow up with them and see what they thought about the information. Genuinely be interested in helping them take action on the information they just received.

Email #3 – Sent on Day 4

This is proof day. You want to give them reasons that you are the real deal and not a flake. You can show them testimonials of people in your niche having great results with the products you will be promoting down the road.

After those 3 emails have been sent you can begin promoting products and so forth.

Remember your first three emails should be focused on building that relationship, not a whole bunch of sales offers.

In the next chapter we will get into traffic aka the "Fun Stuff"...

Step 8 – Drive Targeted Traffic to Your Lead Capture Page

Driving traffic is tougher than everyone says it is, but with the information I am about to give you that will be a thing of the past.

There are many traffic generation methods. **Please refer to the training in your member's area for the most updated traffic generation methods.**

As we mentioned above, traffic is the lifeblood of your business. Once your site is set up, it is important for you to spend time to consistently get traffic to your site!

Step 9 – Automating & Systemizing The List Building Process

When it comes to online business it is all about AUTOMATION.

With all the software and services available online today it makes automation and systemizing your business very possible.

On the list building side of things it is very simple to keep in touch with your list and develop a relationship with them all on autopilot.

The main things you want to set and forget are your traffic and your autoresponder sequence.

You want to go through each traffic method and choose the one that will be the most effective for your niche.

Setting up an pay per click campaign and continually testing the conversion rates on your keywords and ads.

Once tweaked to perfection and when you have winning ads and keywords, you can just let the campaign run for as long as you like.

Next, you will want to setup an autoresponder sequence that last for as much as 6 months or even a year.

If you have a [GetResponse](#) account or any other similar email marketing software you can schedule your emails to go out to your list at certain days in advance.

Here is an example of the follow-up sequence that I set up a few years ago.

This list continues to crank out profits without any work on my behalf. All my affiliate emails and product promotions are queued to be sent to my subscribers at different intervals.

Mesg	Interval	Type	Modified	Click Tracking
1	0	Text	08/12/08	off
2	1	Text	08/12/08	off
3	1	Text	08/12/08	off
4	2	Text	08/12/08	off
5	1	Text	08/12/08	off
6	1	Text	08/12/08	off
7	2	Text	08/12/08	off
8	2	Text	08/12/08	off
9	2	Text	08/12/08	off
10	3	Text	08/12/08	off
11	3	Text	08/12/08	off
12	3	Text	08/12/08	off
13	3	Text	08/12/08	off
14	4	Text	08/12/08	off
15	4	Text	08/12/08	off
16	4	Text	08/12/08	off
17	4	Text	08/12/08	off
18	5	Text	08/12/08	off
19	5	Text	08/12/08	off
20	5	Text	08/12/08	off
21	5	Text	08/12/08	off
22	5	Text	08/12/08	off
23	6	Text	08/12/08	off
24	6	Text	08/12/08	off
25	6	Text	08/12/08	off
26	6	Text	08/12/08	off
27	7	Text	08/12/08	off
28	7	Text	08/12/08	off
29	7	Text	08/12/08	off
30	7	Text	08/12/08	off
31	7	Text	08/12/08	off



Step 10 – Long Term Testing And Tweaking For Maximum Profits!

Improving your system is the easiest and fastest way to increase profits without spending any extra time or money.

There are essentially three things that you want to track and they are:

1. **Your Landing Page**
2. **Email Open Rate**
3. **Click Through Rate (CTR)**

By tracking and testing the conversions on these three areas of your system and improving on them you will increase your profits easily.

I will be showing you what tools to use to track conversions.

The idea is to continue to find higher converting variations until you find the winners.

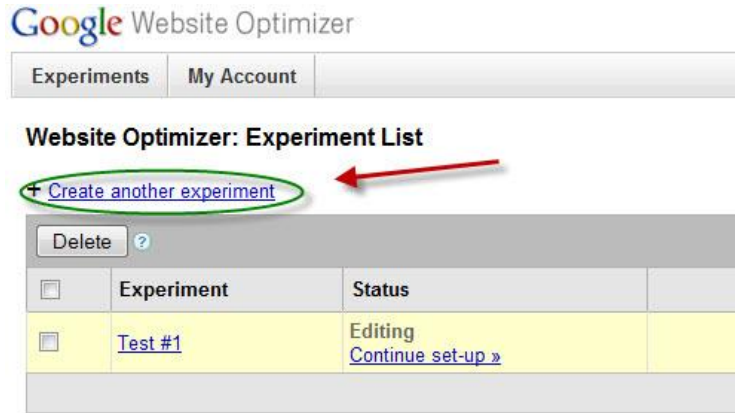
Landing Page

Here you will want to create two different landing pages to test. Change one feature on the landing page so you can see which one out performs the other.

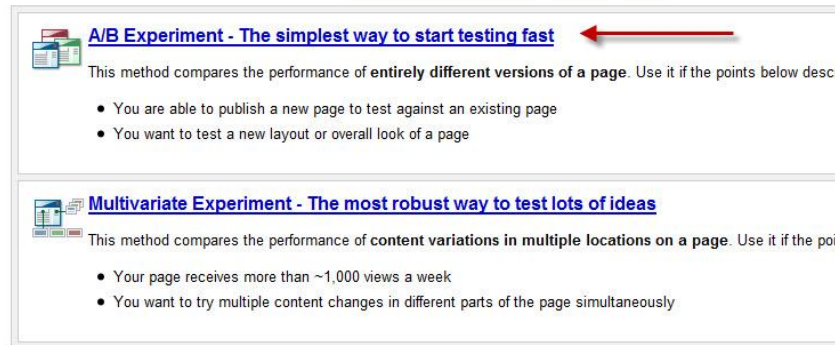
Let's say you create two different headlines on each landing page to see which one converts more site visitors into subscribers.

There is a free tool that lets you track the conversions on two different web sites. It's called Google Website Optimizer - <https://www.google.com/analytics/siteopt/>

To start a new experiment you would simply login and click "create another experiment.



Next you will choose A/B split testing:



Afterwards Google will take you through setting up your test conversion page inside their system. You can test different elements of your website or landing page such as:

- Headline
- Color of Text
- Optin Form Placement
- Design of landing page

Testing Your Email Open Rate

This is basically the percentage of people that open your emails.

As I stated before, less than 15% will open the emails you send to them depending on how good of a relationship you have with them.

As you may already know, getting someone to open your email depends greatly on how well your crafted your subject line.

Once you find what subject lines work in your niche you want to continue using similar subject lines to get better open rates.

To test this, your autoresponder should have this feature already built in. Let's take [Aweber](#), here is an example of some open rates and click through rates.

Recent Broadcasts:

Listname	Sent Date	Subject	Sent	Bounces	Complaints	Opens	Clicks
			5,237	12	0.00 %	1,717 (32.8%)	413 (7.9%)

As you can see it gives you the open rate and the amount clicks you're received from the email. I did pretty well on this one with a 32% open rate and a 7.9% click through rate, which is unheard of.

Don't expect to get high open rates like this your first go round.

You must continually test your market to see what approach they like. Now that I know the type of emails this list likes I will use it more often to achieve good results.

Increasing Your CTR

To increase your CTR you simply have to write good email copy and ensure that you are continually building trust with your list so that they trust you.

This makes them more responsive and gets you more sales.

If your CTR is not where you want it to be you must continually go over your email copy and see where your flaws are.

To make more money, tweaking and testing your business processes is a must!

Autopilot Profits: List Building Worksheet

Here is a worksheet you can use to keep track of the task you have completed:

	Step #1: Find A Profitable Niche
	Step #2: Find Products To Promote
	Step #3: Choose Your List building Method
	Step #4: Setup Your Autoresponder
	Step #5: Create Your Lead Magnet
	Step #6: Setup Your Lead Capture Page
	Step #7: Write Your Email Copy Messages
	Step #8: Drive Traffic To Your Optin Landing Page
	Step #9: Automate Your List Building Process
	Step #10: Continually Test Conversion For Maximum Profits

Conclusion

Congratulations! You made it to the end and I'm sure you're head is spinning with all kinds of new information.

All you have to do at this point is follow your worksheet and take it **one step at a time**.

You have all the knowledge you need to go out and create a HUGE and responsive optin list.

Knowing this information will do you NO good if you don't take CONSISTENT ACTION to achieve the results you are looking for.

If you use just one tiny portion of the information found in this course to help you create a HUGE optin list and learn to market to that list effectively, then your investment will be recovered a thousand times over!

Anybody that is making big money online, I mean those that are consistently making high 6-7 figures each and every year have a nice sized email list.

Now it's YOUR turn to get out there and make it happen!

To Your Success,

Ewen Chia