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List Building Formula**

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And Keep 100% Of The Profits.**

## INTRODUCTION

In this report, you'll soon see how Alex Jeffreys built his list from zero into the thousands of people, who are happy to pay him multiple \$1000s, and how you can do this too if you take action on what you read today.

Proof of over \$3,668.95 pure profit in Alex's click bank account over the past 7 days alone...

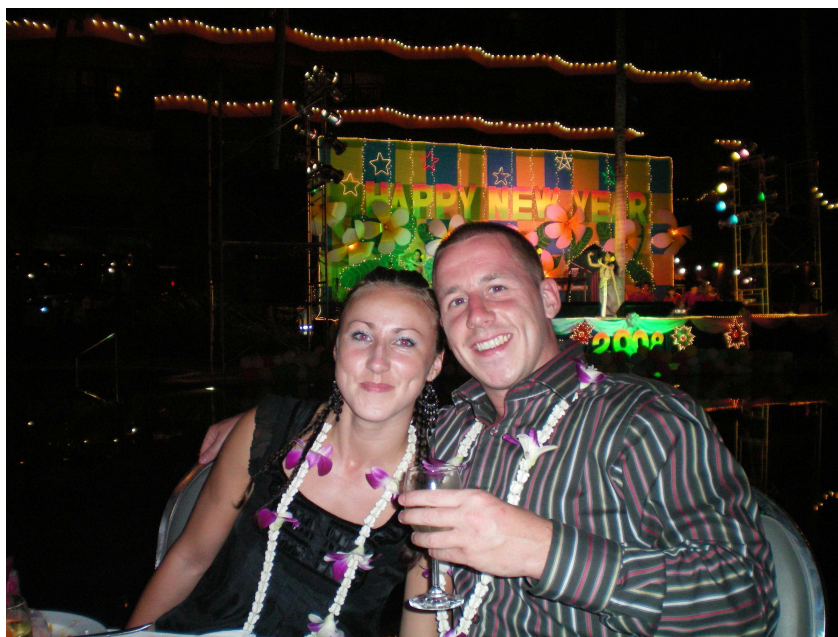
Publisher Reporting			Affiliate Reporting		
Show	Products		Show	Tracking Codes	
Range	The past 7 days	Go	Range	The past 7 days	Go

### Product Summary

Product	# Sales	# Refunds	# Net	\$ Sales	\$ Refunds	\$ Net	Average \$	Sales %/\$	Refunds %
1	78	3	75	\$3,668.95	\$-131.80	\$3,537.15	\$47.16	100.00%	3.59%

Export options: ☒ CSV

**So Let's start with who is Alex Jeffreys...**



Alex Jeffreys started online in February 2004 and didn't see the importance of list building for a couple of years.(or more like he didn't understand how to build a profitable list in the beginning)

So he started building a list, but didn't see any money coming from it and he concentrated on other things, putting his list building efforts on hold. That's not to say he didn't make money else where, He made good money on eBay by importing and selling motorbikes from China, and then selling information product on CDs through eBay too, This was very hands on and required a lot of time and very long working days, but he still made six figures a year, which let him instantly quit his day job in the June of 2005.

One notable seminar in April 06, where he met Tim Knox, who later became his mentor, Alex realized that the money was in the list. He learned that it is

the one area every internet marketer should concentrate their time and effort on to make money on autopilot.

Alex took this new knowledge on board, and as he had learnt a lot of eBay loopholes, in November 06 he created his first online product Easy Profit

Auctions (<http://www.easyprofitauctions.com>) from his experiences. This made \$27,000 in the first 7 days

He documents this first part of his internet journey (for free) in Post Launch Profits (<http://www.postlaunchprofits.com/>)

The most important lesson he has learnt is to build his list, by giving good free quality information for free – he shares this lesson in Post Launch Profit Secrets ( <http://www.postlaunchprofits.com/secrets>).

Let's look when Alex, first started seeing success with his list and started to live a dream lifestyle, that for many of us is still a distant dream, but when after reading this report will be in reach no doubt

When his list was in the 100s, he saw 1 or 2 sales a week...

But in June 2007, when his list got to 2,000 subscribers, he saw \$5000 from one email promotion! This is the first time that Alex hit the big time with email marketing.

The following examples are only being included as proof that it can be done, not to show off Alex's success. There will be hurdles that need to be overcome, but if you take consistent action this could very easily be you and your results.

RANK	PARTNER	NAME	TOTAL SALES
1	Jason	James	\$30,450.60
2	Andrew	williams	\$27,647.10
3	Jeff	Alderson	\$16,056.00
4	Martin	Avis	\$11,673.60
5	Allan	Gardyne	\$11,269.30
6	Lynn	Terry	\$11,065.00
7	David	Guindon	\$10,175.40
8	Ben	Shaffer	\$9,643.50
9	Michael	Sciuto	\$9,393.70
10	Rosalind	Gardner	\$5,446.00
11	Mark	Anastas	\$5,214.90
12	alex	jeffreys	\$5,200.20
13	David	Lovelace	\$4,859.90
14	Michael	Enos	\$4,533.30
15	Chris	Vendilli	\$4,379.50
16	Frank	Haywood	\$4,088.70
17	Raam	Anand	\$3,289.50
18	Jack	Sinclair	\$3,284.50
19	Brian	Edmondson	\$3,022.20
20	Ian	Rollinson	\$2,454.10

Look at Alex's name in amongst some of the internet millionaires!  
And he can #4 in a promotion that made over \$45,168.00 in 5 days

Wouldn't you like that to be you? Imagine the buzz!

But in the end, we're sitting at <u>\$45,168</u> and the final standings are as follows:	
-----	
1	Jeremy Burns
2	Keith Wellman
3	Tellman Knudson
4	alex jeffreys
5	eric rockefeller
6	Heather Vale
7	Folusho Orokunle
8	Dan Kelly
9	Ben Mack
10	Jo Ha Mok
11	Robert Puddy
12	Patric Chan
13	Jason James
14	Brian Edmondson
15	HARRISON KLEIN
16	Reed Floren
17	Ross Goldberg
18	Ron Capps
19	Sterling Valentine
20	Ben Shaffer
21	Steve Renner
22	Keith Baxter
23	Dorothea Carney
24	Richard Osterude

What about this one?

Alex sent one email out to his list in January...and it's still making him money every month..

Date	CLICKS		COMMISSIONS			
	Raw	Unique	Transactions	Credit	Debit	Total
<a href="#">November, 2008</a>	11	11	8		68.00	68.00
<a href="#">October, 2008</a>	31	24	66		561.00	561.00
<a href="#">September, 2008</a>	129	117	75		637.50	637.50
<a href="#">August, 2008</a>	416	334	71		603.50	603.50
<a href="#">July, 2008</a>	22	13	37		314.50	314.50
<a href="#">June, 2008</a>	17	13	42		357.00	357.00
<a href="#">May, 2008</a>	11	9	55		467.50	467.50
<a href="#">April, 2008</a>	27	24	66		561.00	561.00
<a href="#">March, 2008</a>	53	38	78		668.00	668.00
<a href="#">February, 2008</a>	85	71	88		753.00	753.00
<a href="#">January, 2008</a>	1718	1207	99		846.50	846.50
<a href="#">December, 2007</a>	6	5	2		17.00	17.00
	4	3	2		17.00	17.00
<b>TOTAL</b>	<b>2530</b>	<b>1820</b>	<b>689</b>		<b>5871.50</b>	<b>5871.50</b>

These days, you have to show proof, and you can now see that Alex knows what he is talking about and is a successful email marketer.

It is easy to get these results yourself, if you have a system. That system will be revealed to you within these pages. It is hard work, but once this system is set up you can earn money on autopilot and how fantastic is that!

Alex's only regret is that he wishes that he started building his list back in 2004, as his list would be massive by now if only he started then...

But you can start now. Don't make the mistake of thinking it is too hard or too late, that's why Alex put list building off when he first started, but now look at him!

This short report will take you through Alex's list building process, which



chartered his rise from puppy internet marketer to a successful internet marketer, who gurus like Michael Cheney begging him to promote their products to his list.

You will learn step by step how you can build a huge and responsive list, just like Alex. Okay 23,000 subscribers is not the biggest list in the internet marketing world, but it easily makes him a \$20,000 a month, and I'd like a piece of that.

I should say Alex's list is still growing and growing fast day by day, and Alex shares exactly how to do this, right here in this report.

Actually I wouldn't be surprised if Alex makes his first cool million in 2009! And if you follow his advice, you could be following fast in his footsteps too.

## Why Have a Mailing List?

For an example of a mailing list look at ...<http://www.easypromotions.com>

**"You're About to Discover The Secret, Behind-The-Scenes (*But Perfectly Legal*) eBay Loophole That Creates Multiple Lists Of Targeted, Cash-Rich Prospects Whenever You Want... While You Barely Lift A Finger!"**

**This Quick, Easy, And Incredibly Powerful\_ Method Helped Me Pocket \$110,243.62 In Only A Few Short Months...**

**And I'm Going To Show You, Step-By-Step, How To Exploit This Amazingly Simple Technique And Generate Insane Profits Almost Immediately!**

Inside you'll learn...

- How I built an online business (so you can copy me)
- How I will personally coach you by Email
- How I will personally coach you by Audio
- How I will personally coach you by Video

**And so much more!**

*So fill out the form below for your Free \$27 Value Viral Marketing Tips*

**Yes, Alex Give me FREE access now...**

**Directions:** It's easy. Simply type in your first name and primary email address in the spaces below, and then click "Free Instant Access!" *Go ahead right now...*

Name:

Email:

Your email address will never be shared with anyone else. Period. I respect your privacy. You can unsubscribe at anytime.

Copyright ©2007 Alex Jefferys Easy Profit Auctions All rights reserved.

A mailing list is the backbone to any successful business online,

How it works is that someone lands on your squeeze page, and if they like the look of what you are offering they will give you their name and email address. Once they have done this, they will have opted into your mailing list. You now have the right to send them emails. So every time you write an email from now on, it will look like you are writing it to just one person, but it will in fact go out to everyone on your list, which, like in Alex's case is tens of thousands of people.

This is not spamming, because people have chosen to receive your emails regarding a certain topic when they opted into your mailing list. Building a mailing list is not just a one off task, it is continuous. Setting up the system will only have to be done once, but growing that list and building a relationship with that list is an ongoing thing and where the money is so you will want to nurture it continually,

Earlier, you saw that Alex's first big pay day came in June 2007, with a list of only 2,500 people. You have to know that Alex started at zero; he had to learn how to build this responsive list.

The fact is we all start at zero.  
Then our lists grow 1 by 1

So its 0 – 1 – 2 – 3- 4 etc ... and its no cheating ... but each and every number is a person you can build a relationship with and these people will pay you money. When you recommend products to them as an affiliate.

Alex didn't know anything at the beginning, but he learnt and is making the task easier for anyone who wants to learn how to build a list by showing them how, because that is the kind of dude he is!

First you need to focus on building the system,

Then you need to focus on the list building part and then this is the most important part, you need to focus on building those relationships with the people on the list as that is where the money is. People need to trust you first. When your list is in the 1000s, you will start to have leverage and make money.

People will start contacting you to promote their product to your list,

You see that's what happened to Alex and that's what will happen to you.

So if you would like to make a couple of hundred dollars a day on a regular

basis, then having your very own mailing list is the answer.

## **But You don't want just any mailing list.**

People have list of 1000s of people, but don't make a dime from them. Why is that ?

This is what is known as a cold list. It's unresponsive and useless to be honest

You will want to create a warm or hot list so they are called one that is responsive with thousands of people on that list who can't wait to devour your next email that could include a promotional offer from you sending out for some affiliate product that you recommend.

This takes time and effort and it won't happen overnight,

But as Alex taught me from day one – start small think big, So to build a warm list, you must build a relationship with them. You can't promote to them in every email, as that will have them hitting the unsubscribe button real fast, or cause them to ignore your future emails.

The secret is to building a warm list is to give them value at the very first time they join your mailing list,

So what im saying is when someone first opts into your mailing list you best make sure your eBook you use as bait to get people to join your mailing list is of value,

Because if your first message is of no value then they will never listen to your second message.

But by providing great content that they can use, this will build up trust, with the new person on your list then and only then, you can think about promoting your first offer to your subscribers, as now they will be more likely to buy that product from you because they trust your opinion.

Later in this report, Alex has allowed me to share with you some tips that will help you do just this. For the record, his first emails weren't very good at all, but now he has mastered the art!

But first, we need to start creating that mailing list and fast, so you have a list to send these emails too!

Remember that everyone started with a list of zero. No one gets a responsive and money making list handed to them on a plate!



## THE FIRST STEP – HAVE A PLAN...

Alex's secret to his success is planning. In order to succeed you need to see the whole picture first. After all, if you don't know where you are going, how do you know how to get there?

Get these plans down on paper. Planning is one of the strategies that people fail to do. Yet when you write something down you are committing to paper what you plan to do and you can get it out of your head. Some of the most successful people write their plans down with pen and paper first.

Planning helps you learn quicker, as you can see what you need to overcome, or the tasks that you need to do to get to the next stage.

Alex plans out 90 days in advance, but to start to get into the practice of this, you can start with a month or week. Let's say a week to start off with. For the next seven days, plan the tasks that you are going to complete on a daily basis.

Put them in a step by step plan, so you can tick each of these tasks off as you complete them.

Don't open your email account, your favorite forum, or general internet surfing until you have completed your tasks, all they are, are distractions. Although if you know what your own personal distractions are, then that's good as you can overcome them.

Later in this report, you will see a step by step plan on how to build your list, use this as your basis for the next week and you will feel a real sense of accomplishment as you tick off each task and get closer day by day to building that responsive mailing list.

Plan tomorrow today. If you have a plan you can stick to it. It maybe that something took longer than you thought, then plan to finish it the following day. If you stick with the plan, you will make money!

The real secret here is to always have the next 5 tasks planned, as this makes you ultra productive, so always have the next 5 to 10 tasks planned at all times.

Remember, it doesn't have to be perfect, just get going. You are going to hit hurdles and glitches, but just keep going and you will get there. For added motivation, dangle carrots in front of yourself to push forward – reward yourself when you meet targets. When you start out this might be a night out on the town or a shopping trip and as you make more money this will become luxury vacations. Always dangle carrots, and don't whip or punish yourself as you will lose motivation.

## **ALEX JEFFREYS SECRET TO BUILDING A LIST FAST!**

One of Alex's favorite sayings is KISS – Keep It Simple Stupid. This system is simple! Setting up the system will take some time and there will be a learning curve, but if you want to see those \$1000 days, you will need to keep reading and implement what you learn.

The secret to building a list fast is contributing gifts to Giveaways!

A giveaway site is an event that anyone can join, that can last from seven days to a few months. There are usually 4 or 5 giveaways that are running at any given moment in time.

There are two sides to every giveaway – the contributor side (people offering free gifts) and the other side is members looking for free gifts. These members have to opt in to your mailing list to get the free gift you are offering as a contributor

Each one of these giveaways will have rules and will vary from giveaway to giveaway, but one rule is that you will promote the giveaway. If you don't promote the giveaway your gift will be removed.

As everyone is promoting the giveaway, thousands of people end up scrolling through the gifts and picking out the ones they want to download. Your gift will be among them, and if they want to download your product, they will be taken to your opt in page, where they will have a chance to get your gift.

Yes, some gurus say that the subscribers you get from giveaways are freebie seekers and you will never make money from them, but these same gurus probably bombard these so called 'freebie seekers' with offers left, right and center so no, they won't be responsive, they don't want you to know what they know.

And yes, these subscribers will probably sign up for a huge amount of gifts at these giveaway events, but they will stay subscribed to your list because you will treat them differently and not bombard them with offers, as soon as their email address hits your autoresponder account.

In fact, Alex is living proof that these subscribers are responsive, but only if you look after them right. Alex wants to help people and this, shows in both his actions and emails.

Alex sends these new subscribers free advice, great content, and more freebies.

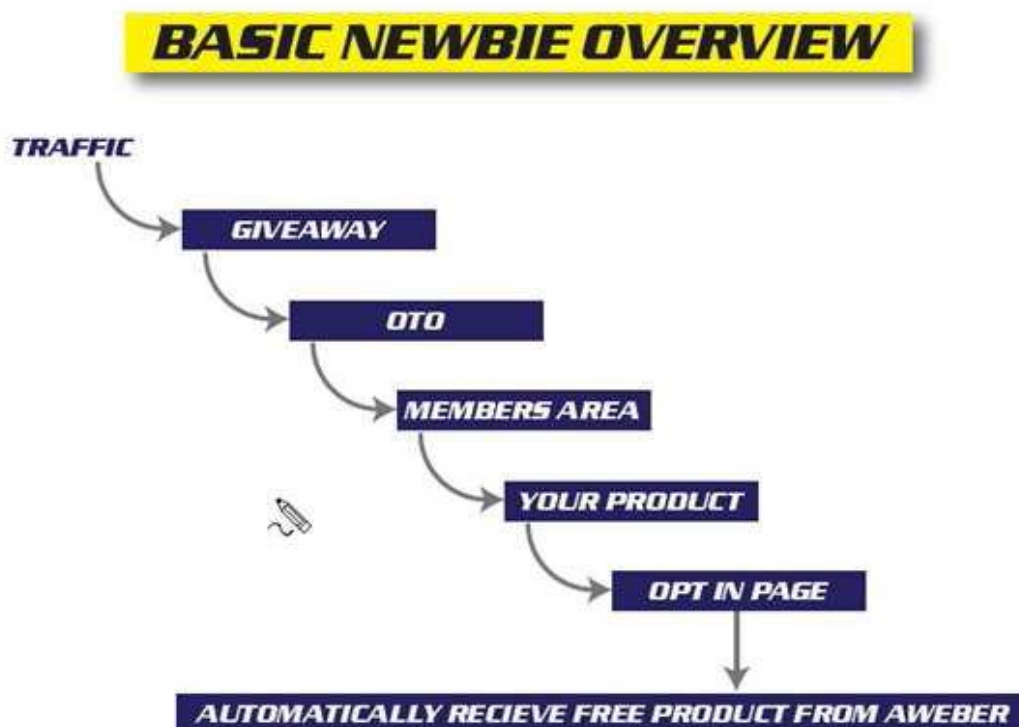
His initial emails make that new subscriber warm to him, listen to him and most importantly trust him. When Alex makes a product recommendation, these people are more likely to think I trust his opinion; I will try what he is recommending.

The great thing about giveaways is that you know what the new subscriber is interested in.

Say for instance you are giving an eBook away about eBay, then you'd send more eBay tips and promote related eBay products, because you know that they are interested in that, as they have downloaded your product. And that's how you make money with your list.

Alex's friend Helen maintains a site where you can find a list of the latest giveaways, you can take part here: <http://www.greatgiveawayguide.com>. It is updated every couple of days, so you can be sure it is up to date.

The Giveaway process looks like this.



As you will see traffic is sent to the Giveaway, where once members sign up, they will be shown a one time offer, where you can make some money as an affiliate before they proceed to the member's area.

Then they land in the member's area with all the gifts on offer in that giveaway, including yours.

Once someone clicks on your gift, they will be taken to your opt in page. Where they can sign up for your gift, and receive it instantly and automatically from your auto-responder – now this person is on your list – well done (get some more)

## **YOUR 12 STEP GUIDE TO CREATING YOUR VERY OWN MAILING LIST**

**STEP 1: Get a Domain Name**

**STEP 2: Get Hosting for your Domain Name**

**STEP 3: Get an Autoresponder Account**

**STEP 4: Get a Free Product to Promote at Giveaway Sites**

**STEP 5: Set up a Squeeze Page to Promote**

**STEP 6: Upload Your Squeeze Page to the Internet**

**STEP 7: Create First Message on your Autoresponder Account, Highlighting Where to Download Product.**

**STEP 8: Check Squeeze Page Works**

**STEP 9: Create a Quick Folder and Dedicated Giveaway Email Address, So You Have Details to Hand When Signing up and Contributing Gifts to Giveaways**

**STEP 10: Sign up to as Many Giveaways as you can (Ongoing)**

**STEP 11: Promote Giveaways (Ongoing)**

**STEP 12: Create Emails to go in Your Autoresponder and Check your Click Through Rates (Ongoing)**

### **THE SMALL INVESTMENT TO GET STARTED...**

You will need to make a small investment to get started in building your list. This will be your domain name, hosting and an autoresponder.

You may not see a return on this investment straight away, but it will be worth it and these are the essential tools to grow your list using the steps above.

# A CLOSER LOOK AT THE STEPS

## **STEP 1: Get a Domain Name**

I would recommend that you use <http://www.namecheap.com> to buy your domain name from. If you have never bought a domain name before and are unsure what to do, they have an excellent support team to help you through the process.

Make sure you pick something catchy!

## **STEP 2: Get Hosting for your Domain Name**

You are not going to have a presence on the Internet until you get hosting. You can think of hosting as online real estate, as this is where your website will live.

You need a hosting account, as you will need to build a squeeze page up online, host images etc.

There are thousands of hosting companies online, but to make things simple, we recommend [Hostgator](#). This hosting company has everything you need: good terms and conditions and 24/7 tech support by chat/phone/email, so once again if you are brand new to this, [Hostgator](#) would be more than happy to help you.

The Baby package is the best one to go for, as it's good to go and good to grow, then you can build from there.

## **STEP 3: Get an Autoresponder Account**

The best autoresponder provider is [Aweber](#)

The autoresponder is where your subscribers are kept in the database, where you get the subscription form to put onto your Squeeze Page, where you create your follow up messages and where you track how many people are opening and clicking on the links in your email.

It is very, very important!

Aweber is \$19.95 a month, but worth every cent. You might make this investment back straight away, but this will be pittance when you start making sales from your list.

In internet marketing circles it is said that each subscriber on your list is worth \$1 a month, so you do the math!

There will be a learning curve when you start using Aweber, but they have excellent support, live chat and tons of video training.

It really would be a wise investment to spend some time learning how to navigate around Aweber and all its capabilities.

#### **STEP 4: Get a Free Product to Promote at Giveaway Sites**

Preferably you should write your own product to giveaway, but if you are just starting out a great place to visit is <http://www.butterflyreports.com>. At this site, you can download some free ebooks and give those at giveaways. The great thing about ebooks from Butterfly Reports is that you can brand them with your own affiliate links, so you can get additional streams of income.

All the ebooks at this site are valuable, as they are checked before they become available to download.

To differentiate yourself from other people offering the same ebook at the giveaways, it is also good to select a few other ebooks, which you can include as bonuses. Zip up all these ebooks, ready to upload to the internet at a later stage.

#### **STEP 5: Set up a Squeeze Page to Promote**

You can see an example of a high converting squeeze page at <http://www.easyprofitauctions.com>.

Essentially you need a HEADLINE to capture attention, a call to action and an opt in form, which you create on Aweber and copy the html over to your Squeeze page.

When you know what you are doing, this can take as little as 10 minutes.

For extra help, Alex has allowed us free access to DeskTopBucks (worth \$147), which has plenty of videos to help you set up a squeeze page and your Aweber account.

## **STEP 6: Upload Your Squeeze Page & Download Page to the Internet**

Now you've created your squeeze page, you will want to upload it to the internet.

For this you will need an FTP client. There is a great free one called Filezilla, which you find easily in Google. There is a bit of a learning curve with FTP too, so be prepared to take some time over this. There are plenty of videos over at YouTube if you search Filezilla to help you through. You will also want to upload your free ebook folder as well, so you have a place to send people to download your product from.

Alex has another secret here that works really well. Instead of giving a direct link to the free ebook, send people to a Thank you page. Here is an example of one of his thank you pages:

<http://easyprofitauctions.com/ebay/thankyou/page/no7/>

You can see that there are other opportunities and discounts, as well as the download link that create additional income streams, which is a really good idea for you to incorporate too.

## **STEP 7: Create First Message on your Autoresponder Account, Highlighting Where to Download Product**

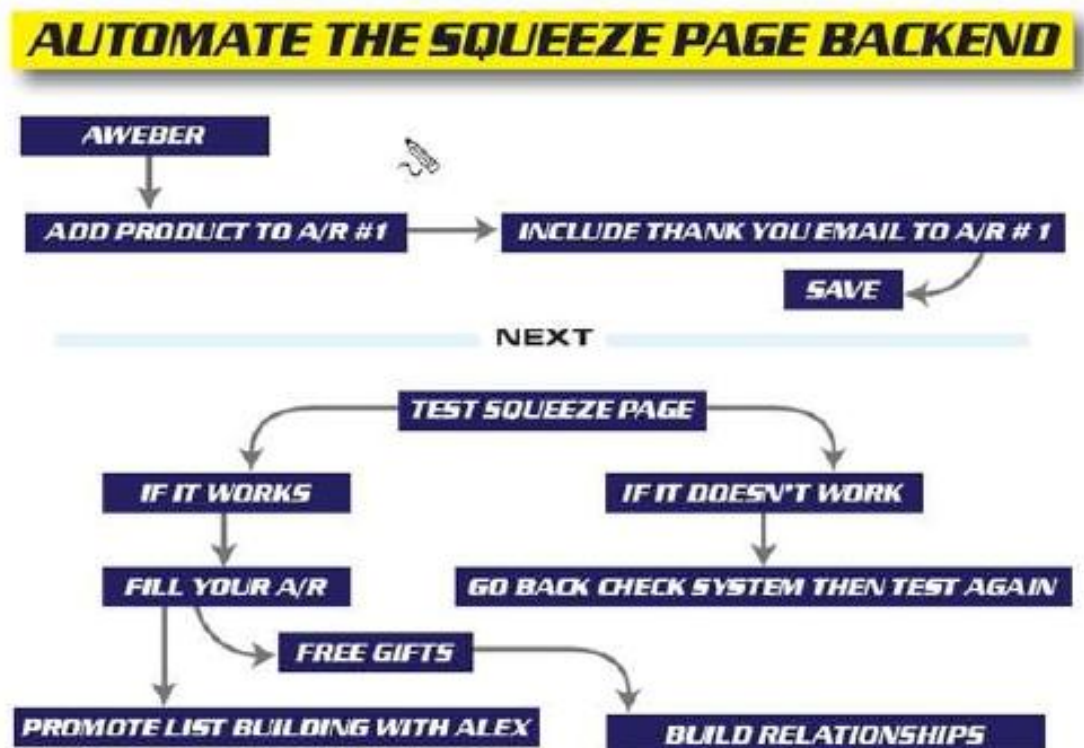
Now, you need to create the first message in your Aweber account. This will say, thank you for subscribing and include the download link to your free gift or thank you page.

Once again, if you get stuck on the video tutorials available at Aweber or DeskTopBucks; videos will help you at this stage too.



## STEP 8: Check Squeeze Page Works

Go to your domain name, and put your name and email address into the opt in form, and double check that you receive the email that you set up in the previous step. It's also a good idea to check the download page too. Here is a summary of the previous two steps:



## STEP 9: Create a Quick Folder and Dedicated Giveaway Email Address, So You Have Details to Hand When Signing up and Contributing Gifts to Giveaways

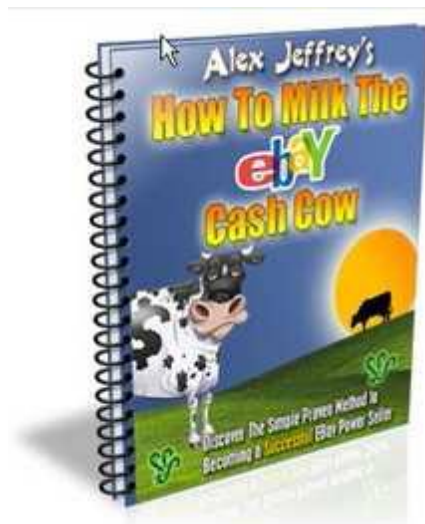
Adding your gift to a giveaway can take 20 minutes or if you are organized, just a few minutes

so some quick advice on getting organized.

Set up a quick folder!

Another example from Alex's file...

You will need an image file of your free gift:



You will need your title and description ready e.g.

```
description - Notepad
File Edit Format View Help
Title Text
Who else wants to discover How To Build
A Mailing List Using eBay's traffic?

Body Text
This special report will reveal everything
you've ever wanted to know about using the
world's largest money machine (Ebay)
to drive traffic to your own websites and build
a massive list of subscribers and customers.
Includes: Master Resell Rights .
But dont forget this is free for a limited time only..
So Grab Your Copy Now ....
```

And the links you will need to enter into the giveaway:

```
Links - Notepad
File Edit Format View Help
Image Link:
http://www.easyprofitauctions.com/ebay/images/ebaycash/1.jpg

Squeeze Page:
http://www.easyprofitauctions.com/thankyou/limitedbonus/cashcow/

Download Page:
http://www.easyprofitauctions.com/ebay/thankyou/page/no7/
```

Notice, that there is an image link in there too, as some giveaways will ask for the image file and others will ask for an image URL.

Next you will also need to open an email account that you just use for signing up to giveaways. A Gmail account is ideal for this.

### **STEP 10: Sign up to as Many Giveaways as you can (Ongoing)**

You will be kept up to date with all the latest giveaways that you can contribute to, if you regularly visit <http://www.greatgiveawayguide.com>. Follow the on screen instructions of each giveaway and you'll soon get the hang of it.

### **STEP 11: Promote Giveaways (Ongoing)**

The main rule of every giveaway is to promote the giveaway.

When you first start out, you won't have a list to promote to, so you will need to find other ways to promote the giveaway, like putting the promotion link on twitter.

Alex told me he gets a lot of traffic from his twitter account

[http://www.twitter.com/alex\\_jeffreys](http://www.twitter.com/alex_jeffreys)

You can also add your give away link in your forum signature and write a few useful posts. You could write a few articles, perhaps about how great giveaways are and put up a page promoting the latest giveaway site. Or even start blogging about what you are doing online, and include the promotional links on there to.

Then once you have a small list, you can start promoting giveaway sites to your list. After all your subscribers found your gift on a giveaway site, so you know they like them!

And don't worry if you feel stuck with what to write about there will normally be promotional emails you can use on most giveaway sites.

### **STEP 12: Create Emails to go in Your Autoresponder and Check your Click Through Rates (Ongoing)**

Now you need to start creating emails for your Aweber account, so that they are sent out on autopilot every couple of days, every week or however often you want to send out an email.

On your promotional emails, it is best to send out a broadcast message, as you can see how many people have opened the email and clicked through the link.

You want to aim to get a 20% open rate and a 10% click through rate. To obtain this you will have to test different email promotions and see how they fare.

As you are growing your list, you can practice these emails and by the time your list is in the 1000s, you would have got really good.

If you are not sure where to start on creating your own emails, you can do what Alex did, and that was to study the emails of your favorite internet marketers and see what you like about them, and recreate that in your own emails, but in your own words. After studying the styles of a few different marketers and taking their best bits, you would have created your own unique and successful style.

The best advice here is to be yourself in your emails and then you will soon get raving fans of your own!

## WHEN YOUR LIST HITS THE 1000s....

You will be making real hard, cold money and be able to take luxury vacations.

Just take a look at some of the places Alex has been...



And meet the internet marketers he has met...

Mike Filsaime



Willie Crawford





Michael Cheney



Tim Knox



You can also read more about alex here  
<http://www.marketingwithyou.com>

**This could be you in just a few short months...**

**So get building that list!**

Good Luck - **Alex Jeffreys**

Brought to you by:  
<http://www.listbuildingformula.net>



## **Recommended Resources**

[The Quick List Formulas](#)

[Three Way Links](#)

[Instant Article Wizard Pro](#)

[Internet Wealth Blueprint](#)