Hello,

**Below you will find your customizable ecourse.**

To edit the course quickly and easily just copy

the code phrases below into the "find/replace"

feature in your text editor. This is usually found

under the "edit or search" menu at the top of

the page.

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**Instructions**

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- Highlight and copy the copy and paste phrases including

the quotation marks. One at a time and paste them in

to the "find what" box.

- Type your own information in to the "replace with" box.

- Click the replace all button.

You're done now just check to see if all of the information

is correct and then paste your messages in to your follow

up auto-responder and start sending it.

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**Copy and paste phrases**

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"autoresponder code here" (found in your autoresponder service)

"confirmation link" (found in your autoresponder service)

"add your name here"

"your email address"

"your URL here"

Best of luck with your new course,

Lisa M Cope,

If you need help or have any questions

please visit the help desk at:

<http://www.lisamcope.com/help>

<http://www.plrnewsletters.com>

<http://www.plrjunkies.com>

<http://www.contentcollectorsdream.com>

----------------------------------------------------------------

Conformation message:

Hello "autoresponder code here"

Thank you for your interest in the Basic List Building Strategies Crash

Course.

It is very important that you confirm your subscription

so that we can start sending your messages.

Please take a minute and click the link below

to confirm.

"confirmation link"

We will send your first lesson as soon as we receive

your conformation.

Remember we value your privacy. We will never rent, share or

sell your email address.

"add your name here"

----------------------------------------------------------------

1

Subject line: First Lesson - Basic List Building Strategies

Hello "autoresponder code here",

Welcome to the first lesson - Basic List Building Strategies.

Over the next few days you will receive a lesson that will help you learn

basic list building strategies that you can use to build your own

profitable mailing list.

In this first lesson we are going to talk a little bit about what list building

can do for your business and two basic strategies that you can start

using right away.

There is no doubt that email marketing has become one of the best and

fastest ways to make money online. There is nothing more exciting than

checking your email to find that you have made a sale or several sales.

But before you can experience the thrill of getting money in your inbox,

you have to build a mailing list. Some may tell you that building huge list

of people all jumping at the chance to buy your products is easy!

Unfortunately, when it comes to building a responsive mailing list with

thousands of subscribers, things aren't always that simple. However,

there a several list building strategies that work successfully and I am

going to share some of them with you in this article.

But first, I want you to keep in mind that a responsive mailing list is your

ideal target market, people that are asking you to send them

information and offers by email. Many internet marketers make virtually

all of their income just by sending email's to their lists. Imagine how

great it must feel to send out an email and in an hour or two have your

inbox full of orders. It is very possible, especially when you take the time

to employ basic and effective list building strategies.

When it comes to building your own list the first thing you should do if

you want people to give you their email address is to make it very easy

for them. If you have a website or blog add a subscription form to all of

the main pages. Make it highly visible and offer your visitors something

of real value in exchange for joining your list.

If you don't have a website or blog you may want to consider setting one

up just for your list building campaign, especially if you want to build a

big list. If setting up a site isn't for you there are other methods that you

can use, you will just have to get more creative when it comes to

collecting email address.

Above all else keep it simple! Keep in mind that people are busy and

easily sidetracked, which means you don’t want to make them giving

you their email address something that they have to think too much

about or work too hard to do. The general rule is, the easier you make it

the more email addresses you will collect!

If you have an existing customer base make it a top priority to get an

email address from everyone that makes a purchase from you.

Whether it's during the sales process or after the purchase of one of

your products make sure that you ask your customers for their email

address. The optimum time to do this is before the purchase is

completed because they will think it is part of the process.

It is very important to always remember that your customer must give

you permission to send them promotional emails. Asking them for an

email address as part of the sales process does not give you

permission to add them to any other mailing list or bombard them with

promotional emails. That can lead to spam complaints and you don't

want that. What it does do is give you the opportunity to follow up with

them, ask how they liked the product or service and then entice them to

join your regular mailing list.

There are many ways that you can entice people to join your mailing list.

Here are a few quick ideas that you can use;

- Give them a bonus product, free gift or a discount on their next

purchase when they subscribe.

- Send them to a webpage where they can download a free ebook,

report or software related to the product they purchased.

- Offer them free access to member's only website where they can get

access to additional information, customer perks and special offers.

- Give them a chance to win a prize, by holding a free contest or

sweepstakes for subscribers only

- Offer them free customer support and email consulting.

- Have them fill out a survey and give them a free gift as an incentive to

complete the form.

There are many ways that you can entice people to join your mailing list

and by focusing on these core strategies you will be well on your way to

building a responsive list for your business. The simple fact is that

email marketing is essential for any business. Once you have a list, and

begin building a relationship with your subscribers they will have more

confidence in you and your business. Just make sure that you provide

them with information that they will find helpful and beneficial.

We have a lot to go over in the next few days especially if you want to

learn how to build your own profitable mailing list, so make sure you

look for your next lesson soon. We will be talking about effectively

building your list with article marketing.

Thank you again for joining,

"add your name here"

"your email address"

"your URL here"

----------------------------------------------------------------

2

subject line: Second Lesson - Basic List Building Strategies

Hello "autoresponder code here",

It’s time for your second lesson in the Basic List Building Strategies

crash course. I hope you found lesson one informative and that you now

understand how important list building can be for your business.

In this lesson we are going to talk about effectively building your list with

article marketing.

One of the most effective methods that you can use to build your list is

article marketing. It provides your business with the perfect online

platform and can help you reach your target audience in a way that lets

you share your knowledge and make you look like an expert in your

market at the same time. When utilized properly article marketing is an

incredibly effective strategy that anyone can use to grow their list

As a matter of fact it is one of the fastest methods that you can use to

reach the people that will be most interested in joining your list and

purchasing the products and services that you offer. Quite simply

put, article marketing and list building work extremely well when used

together to achieve your list building objectives.

There are many benefits to article marketing. By writing keyword

focused articles it will help you get your webpages ranked well in

search engines like Google, Yahoo and others. Another benefit is that it

will help generate highly targeted traffic from article directories.

It works like this, article directories allow you to submit articles related

to your business, product or service. The articles that you submit

include a authors resource box. In the resource box you provide

information about yourself and your business, including a link to your

website or blog. Then they allow other publishers and webmasters to

reprint your articles as long as the resource box that you carefully craft

is left intact.

When crafting your resource box you have the opportunity to direct and

entice anyone who reads the article to join your list. Your resource box

should emphasize the benefit of joining your list along with a little gift or

bribe, like a free report, ebook, ecourse, etc. Make sure that you use

both a direct link and anchor text in your resource box when possible.

This will help you rank for your main keywords and phrases.

For article marketing to be effective list building tool you must create a

regular publishing schedule and constantly work towards getting as

many articles written and submitted to the major article directories as

possible. The more articles you have in circulation, the more new

subscribers you will obtain. Try putting aside an hour each day to write

and submit articles. In the beginning it might take a little longer for you

to write a good article, but with a little practice and dedication you will

quickly get the hang of it.

If really want to kick your article marketing into high gear you can try

outsourcing the writing process to a trained professional and focus your

efforts on other list building methods. When your articles are completed

then you can simply submit them to the major article directories and

watch the subscribers and traffic roll in.

Here is a quick list of the top five article directories that you can submit

your articles to:

- EzineArticles.com

- ArticlesBase.com

- GoArticles.com

- ArticleDashboard.com

- SearchWarp.com

Look for your next lesson soon. We will be talking about how you can

use social networking sites to build a responsive mailing list.

I appreciate your joining me for this short course. If you have any

questions please feel free to contact me,

"add your name here"

"your email address"

"your URL here"

----------------------------------------------------------------

3

subject line: Third Lesson - Basic List Building Strategies

Hi "autoresponder code here",

It’s "your first name here", with your third lesson

Today let's talk about how you can use social networking sites to build

a responsive mailing list.

Social networking is a great method that you can use to bring in new

subscribers and build a responsive mailing list. It is fast becoming a

standard in the way that individuals and businesses communicate with

each other. It is literally changing the way we connect and interact with

like minded people.

In its basic form social networking is simply a group of people that

gather together because of a certain topic or interest. Before the

advent of social networking websites this type of interaction was

conducted in person, especially at work, in schools and in universities.

While this type of interaction still occurs social networking online is

much more popular.

This is simply because unlike most real world meeting places, the

internet is loaded with countless people who are seeking to connect

with others, share information and experiences on just about any topic

you can think of. These people are building friendships, professional

relationships, finding employment, marketing their business and

building massive lists of followers, all with a few clicks of their mouse.

There are a number of good reasons why this method of list building is

more effective compared to conventional list building methods. First of

all list building is completely integrated into social networking sites, as

a matter of fact it is the core purpose of the sites.

Take Twitter for instance, seeing how many followers you can get is the

main goal of most members. This race to attract followers makes

building your list faster and simpler than ever before. On Twitter you

can quickly build a list of followers and share any information you want

with them from inside the Twitter platform. You can even direct them to

your squeeze page and entice them to join your regular mailing list, if

you so desire. The important thing to remember when you are using

Twitter to build your list is that you must respect your followers, share

good information with them, never bombard them with spam and they'll

be happy keep following you.

The same holds true on Facebook. You can seek out and accept

friends from all over the world that are interested in your chosen niche.

These are people that are ready and willing to communicate with you

and with the use of Facebook pages you can easily create a squeeze

page within your Facebook account so that you can easily convert your

friends in to subscribers of your regular mailing list.

From a marketing standpoint, using social networking sites to build a

responsive mailing list eliminates many of the major disadvantages

associated with more traditional list building methods. Opening doors

and allowing you to easily connect with people that are interested in

what you have to say faster than ever before. Just keep in mind that

building your list with social media is based on the process of gaining

and nurturing relationships. As long as you focus on that you will have

no problem building a responsive list of happy subscribers.

Remember, if you have any questions you can contact me at any time

and I will be glad to answer them for you. Don't forget to keep an eye

out for your next lesson. We will be talking about building your mailing

list by joining giveaway events.

Until then,

"add your name here"

"your email address"

"your URL here"

----------------------------------------------------------------

4

subject line: Fourth Lesson Basic List Building Strategies.

Hi again "autoresponder code here",

I hope you are learning a lot from the Basic List Building Strategies

crash course.

In today's lesson we are going to talk about building your mailing list by

joining giveaway events.

Participating in a giveaway event is a great way that you can build your

mailing list quickly. It works like this; you join as a contributor, provide a

free gift to the event, generally in the form of an ebook, software or

some other type of downloadable digital product. You then create a

squeeze page with an optin subscription form on it. People fill in the

form and join your list in exchange for the free gift.

This strategy of list building is extremely well known by online marketers

worldwide. Often you will see hundreds of online marketers gather

together to build their lists with these events, because they have

learned that providing free gifts in giveaways is a terrific way to build a

list quickly.

These type giveaway events come in many sizes and on a wide variety

of topics and they are held nearly year-round. To find possible events to

join all you have to do is perform a quick search online for "giveaway jv"

and this will return a list of sites that are hosting giveaway events.

Before you jump right in and begin contributing to these types of events

you may want to sign up for a few of them first. This way you can get a

good idea of how the process works, download some free products

and join the lists of other marketers so that you can study how they are

setting up their giveaway system. Not only is this a good way to spy on

your competition, it's a great way to get your hands on products that you

can use to build your own list.

After you participate in a few of these events you will begin receiving a

lot of email and even though it may be tempting to opt-out of these lists,

you don’t want to be too quick to unsubscribe. Keep in mind that you

are trying to learn how to get the best results by using giveaway events,

so it is important that you study the techniques that other marketers are

using.

I recommend setting up a folder on your desktop and keeping track of

the products and emails that have the most impact on you. You will

notice that the more experienced marketers will send you a number of

emails, thanking you, offering you additional free gifts. They will then try

to entice you into their sales funnel with a good low cost offer. These

are the people that you need to keep a close eye on, because they are

proficient at converting subscribers from these types of events in to

paying customers.

Every giveaway is a little bit different, however they almost all run based

on the same basic principle, so once you become familiar with one,

you'll have no trouble with any others. After your first couple of events

you will be able to develop your own process for creating and

submitting gifts, which will make it easier for you to improve your results

over time.

Don't be concerned if you only obtain a small amount of subscribers at

first. With each event that you join it will be possible to add a growing

number of subscribers to your list that you can use to your advantage

for future giveaway events.

Keep in mind that your main goal is to convert your new found

subscribers in to long time customers, so treat them well.

I'd love to hear from you! Please let me know if you need any help or

have any questions.

Don't forget to check your mail for your next lesson. We will be talking

About maximizing profits and using one time offers.

"add your name here"

"your email address"

"your URL here"

----------------------------------------------------------------

5

subject line: Seventh Lesson - Basic List Building Strategies

Hello "autoresponder code here",

Well we have come to the final lesson in the Basic List Building

Strategies crash course. I sure hope you have learned a lot about list

building and that you have enjoyed your lessons.

In this final lesson we are going to talk about maximizing profits and

using one time offers.

While there are many ways that you can make money from your list of

subscribers including; selling your own products and promoting affiliate

programs, one of the most effective ways that an email marketer can

maximize profits from their list is through a one time offer, often referred

to as an OTO.

Generally, one time offers appear only one time during the sign up or

sales process. Most of the time these special offers are presented right

before or immediately after a customer makes a purchase. However,

when it comes to list building you can offer your new subscribers an

irresistible one time offer immediately after they have confirmed their

subscription to your list.

While there is some debate as to whether or not including an OTO it in

your list building process to increase profits is a good approach,

because it doesn't allow any time to develop a solid relationship with

your new subscriber before trying to sell them something.

The augment is that if you aren't considered an expert in your market,

and your subscribers aren't familiar with who you are presenting them a

one time offer immediately after they sign up for free information can

actually damage your reputation with your new subscriber.

If you want to play it safe you and still use this technique you can build a

special offer page to send your subscribers to only after that have been

on your list for a few days and received free content that they signed up

for. You can then send out an email broadcast letting your subscriber

know that you have a very special one time offer available.

To make this process easier, all you have to do is load your

autoresponder with pre-written messages. This way as soon as a new

subscriber joins your list they will immediately be entered into the series

and they will start receiving follow up messages that are sent out

automatically on specific dates. Try to keep the first few emails content

rich and designed towards building a relationship with your new

subscriber.

A good rule of thumb is to send out the first email (that includes the

download link for the free product) instantly, and then set your

autoresponder to send out one email per week until the series ends.

As I mentioned above, with regards to sending out promotional email,

the broadcast feature in your autoresponder system is a much better

option, especially if your promotions are time sensitive. Most

autoresponder systems come with this feature ant it allows you to

instantly send out an email to your entire subscriber base at one time,

instead of including it into the autoresponder sequence.

When it comes to the frequency in which you send out email broadcasts

to your list it is completely up to you. Many online marketers will suggest

once a week, while others think that the more often you send your

messages the sooner you'll be able to build a relationship with your

subscribers. Ultimately it is up to you!

The process of building a responsive mailing list it will take some

time and you will want to train your subscribers to expect both free

content and promotional emails from you. Remember to create a

balance of content filled and promotional based emails and above all

only promote quality products and affiliate offers to your subscribers.

After all you worked very hard to get them to join your list and you don't

want to drive them away by offering them information and products that

don't meet up to their expectations of you.

I want to thank you again for joining me for this short course and I hope

that you have learned a lot about building your own lucrative mailing list

and that will be very profitable for your business.

If you have any questions or need any assistance please feel free to

contact me at anytime using the contact information below.

"add your name here"

"your email address"

"your URL here"

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