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## About the Author

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Amar Mehta is an Online Business Protection Expert and creator of the [Online Protection Suite](#). A complete suite of tools that puts your online business protection on autopilot.

Amar Mehta is editor of [Online Protection Update](#), a free monthly newsletter that keeps you updated with the latest tools and techniques for protecting your online business. [Click here](#) to subscribe Now!



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## Using Free Tools To Build Your List Through Associates

Welcome to this special bonus report on **How to Use Free Services to Build Your HUGE List Through Associates!**

If you have been through the **Big Players' List Building Secret** report, then you already have a really good idea of how to make your affiliates your associates or partners in business and allow them to build huge lists for you and reward them in the process, not just once, but for a **\*lifetime.\***

In Big Players' List Building Secret, we talked about using **AutoResponse Plus** (or any other mailing script or service that allows you to put custom tags in your message) for building your list by allowing your affiliates to promote your list to pre-sell your products and get commissions for a lifetime on whatever products you release. But, if you are running on a tight budget or you are just starting out with your online business and don't want to invest huge amounts (by the way, investing in a good mailing solution is a must for your online business, after all "Money is in the LIST") or just want to see whether this technique actually works or not, then I have got 2 free services that will allow you to test the water! ☺

Tell me something, why should someone/anyone promote your list?  
Please think and tell me?

People would do it if they absolutely love your newsletter. Plus, you should really want your newsletter subscribers to not miss out on such great information because you care about your subscribers and their well-being.

Other reasons could be that you are running a cross promotion with the List owner (i.e. s/he promoting your newsletter to his/her list and you doing the same in return.) Thus both of you benefit by getting more subscribers in the process.

Last, but not least, you are giving him/her something in return: Cold hard cash! In other words, **Money!** This concept is very much similar to solo mailing or e-zine advertising... but with a twist! ☺

You can pay the person either monetarily or through barter arrangement for building your list. One way to do this is to pay other list owners 'per each subscriber' they send your way by setting up a pay-per-subscriber affiliate program or entering into a deal with them to send out their advertisement or

solo-mailing to your list if they send 'X' number of subscribers to your list or you give them a product or service for free for building your list. You have to decide what you want to do; the last two ideas are the most frequently used ways of rewarding other list owners.

The key aspect of this system is the need to track how many subscriber list owners have sent to your list to be eligible for the reward, monetary or otherwise. In the following pages, I will tell you how to do this using two free services.

So, let's start, shall we?

## List Partners

A free service that will allow you to do this is **List Partners**. It allows you to create an affiliate program for building your list. You can use two means to reward your affiliates (a.k.a. people who help you build your list.) Put their ads in your newsletter or pay them by cash. List Partners handle the entire program and they don't charge you anything for it.

[Click here](#) NOW to become a member of **List Partners** and start your affiliate program to put your List Building on the fast track!

You don't have to offer extravagant commissions to build a successful affiliate network. But it certainly DOES help! The better you reward your affiliates, the easier it will be to recruit and retain them.

Generally cash payments are more popular than ads. Some list owners balk at the idea of paying cash for subscribers. But a large targeted list can generate a good income via advertising sales. More than enough to pay your affiliate commissions!

For example, let's take a newsletter published three times a week. If you paid your affiliates \$200 per 1,000 subscribers and they recruited 10,000 subscribers in the first three months, you'd have paid \$2,000.

OK, \$2,000 is a lot of money. But consider how much money you can earn from your list! You could sell advertisements in this list for at least \$200 each (ie. \$20 CPM). If you sold three ads in each issue, you'd be earning \$1,800 per week. So you could easily recoup your \$2,000 investment in less than two weeks!

Furthermore, the earning potential outlined above does not include the value of your existing subscribers, nor does it include new subscribers recruited in other ways such as from word-of-mouth or from your Web site. So the earning potential of your total list could be much more than the example outlined above.

Of course, you could always reward your affiliates with advertising instead of cash. Some list owners have had great success with this approach. But you will need a list that is already large enough to provide the ad impressions. I recommend that you pay your affiliates at least 50 impressions per subscriber.

To find productive affiliates, you'll need to recruit a good number of affiliates to begin with. But it's also important to monitor your statistics to ensure that your affiliates are not recruiting more subscribers than you are able to pay for. If you ever need to restrict the number of new affiliates, you can password protect your affiliate sign-up page.

Once the set-up is done, you should promote the link to affiliate program-listing sites like:

<http://www.associateprograms.com>  
<http://www.refer-it.com>  
<http://www.affiliateoptions.com>  
<http://www.affiliateworld.com>  
<http://www.associate-it.com>  
<http://www.associatesearch.com>  
<http://www.webmaster-programs.com>

This is really a key part of your system, because unless you are listed, people won't know you have any such thing. In fact it would be a good idea to write a small note towards the end of your newsletter, saying "Do you like this newsletter? Would you like to BENEFIT from recommending it? To find out more, go to <http://www.yoursite.com/partners.html>." You are not blatantly advertising your program to your list, but you do tell them that they can benefit from promoting your list and they can find out more details by going online.

This is a viable technique, but there is a better way.

Can we go for that?



## List Spawner

This is a **free** script that you install on your site and it implements the system similar to the List Partners service for your own site. The main advantage here is, YOU are in command and everything is in YOUR control, unlike the previous one where the subscription process and tracking is controlled by the List Partners site.

Let's just think for a minute: How much time do you think you will have to spend on the administrative tasks of checking the subscribers that you have received and ensuring that the same person is not coming to your site multiple times submitting his throw away e-mail address to get your reward? And if someone actually sends you the specific amount of subscribers, then after verification, giving him/her the defined reward. Now, consider doing this for some hundred affiliates at the least, considering your reward is attractive. Seems to be a daunting task, huh?

**List Spawner** makes your life simple by taking charge of all the tasks like tracking, checking, and ensuring no one is cheating, and for those who have sent you the defined subscribers, automatically giving him/her the reward. Don't you like to get the reward instantly after completing any task?

Here is what you have to do to set the system up and running on your site:

- 1) Install the script on your site. This is simple; just follow the instruction manual that comes with the script. If you don't want to do it, they do offer a professional installation service.
- 2) You have to specify how many subscribers someone needs to get to make him or her eligible for the reward and specify the link to get the reward. The reward can be anything.
- 3) Promote the program.

Yes, it is as simple as that, because the script will generate unique promotion codes for everyone and once they fulfill the defined requirement (i.e. they get the specific number of subscribers to you,) they will automatically be able to access the reward in the membership area. The script manages all this.

The **List Spawner** site is a living example of the same concept, i.e. "they walk the talk." You will get the script at no cost when you refer 10 people and they become a subscriber of the site. You have two benefits here: You will be a part of the \*viral\* experience of the system and you also will get the reward, "The **List Spawner** script," that you will install on your site and that will put your Viral list building on autopilot! ☺

So, go ahead and download it [\*\*NOW!\*\*](#) I don't know when they will pull the plug and start charging for the script. Rush before it is too late! [\*\*Download\*\*](#) now.

Install the script and then come back to read the next part...

So, you are back! ☺ Good, you have taken a really wise step towards putting your \*Viral\* list building on autopilot! Congratulations!

Now that you have installed the script and it is up and running, let's see the next step that will allow us to make the maximum out of this system.

Now, you need to decide on the reward you want to offer to people for helping you build your list. This is a very important step because people will not just decide to help you if you are offering one of those free products that are available everywhere on the web. Put yourself in their shoes and ask yourself, "Would you do it for someone else, if they were doing the same?" I always ask this question before doing any promotion.

So, here are the options we have:

- 1) Offering one of your or someone else's valuable \*quality\* product, if they bring you the specified number of subscribers. Give them a product for free, which otherwise they would want to buy, for bringing you a huge amount (you need to define the number) of subscribers. This will be truly valuable and unique because you get to build your list and milk the list for promoting your many products and they get your quality product for free, which otherwise they would have to pay for.

===== > Side Note < =====

You may want to use this technique for the affiliate program of your existing product (i.e. put a special bonus for your top affiliates.) Offer them a cash reward or ask them what product they would like to get? This will motivate them to promote your product.

Holding periodic Affiliate Contests is another strategy that you may want to apply to boost your affiliate sales. Holding contests and keeping Special prizes for 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> position will give them a sense of competition and they will promote your product to win the prize. So, make the prizes worth their efforts. Give them cash rewards like \$500, \$200, and \$100, etc. You should decide this based on the price of your product.

This technique will also build your opt-in list because you are capturing leads for your mini-course on your sales page.

<===== Side Note =====>

- 2) Another special reward can be an exclusive Special Report or product that you create and give away to the winners of the contest! Think about this; it makes them feel really special!
- 3) If you don't want to create your product, then you can go ahead and buy reprint rights to some \*new quality\* products available on the Internet. Read the statement above again: I would really like to stress "new" and "quality products," because giving them some measly product that is easily available everywhere on the net for a dime or for free reduces the value of the reward you are offering, and hence, their interest in promoting your program.

Here is one of the best membership sites that offers you new quality reprint/ resale right products every month:

**Resell Rights Mastery:** You will get instant access to download a hot selection of the newest ebooks, software, audio, videos templates and niche products with resell, master resell and private label rights.

The possibilities and ways to make money with these products are endless.

- Give them away as incentives to grow your list.
- Use them as bonuses with your own products.
- Create your own original niche product bundles.
- Anything else you can think of.

I must say the price at which Edmund is offering all these is a STEAL!

This is one of the BEST deals online! [Join Now!](#) And get continual access to future additions...for life!

=====> Side Note <=====

Add unique twist to your campaign using this method. As a member of **Resell Rights Mastery**, you get at the least 5-6 new quality products every month. So, the reward you offer every month should be different. Or may be give them couple of rewards.

Thus, the affiliates who promoted your list last month would be still interested to get new rewards. Thus, you keep your campaign always Active and Fresh.

<===== Side Note =====>

### **Niche List Building With a Twist**

If you want to apply the technique described in this report in the list you have for Niche marketing sites, then also, **Resell Rights Mastery** will help you, because they also give you at least couple of products targeted for various Niches.

Know what? I haven't seen any one using this List Building technique in Niche sites, so, if you pioneer this concept, by offering reward and that too, related niche info products, which your associates can readily sell and immediately start making money from; they will appreciate more than just one time reward that they can use it for themselves. In other words you are giving them a blank check in the form of the Hot Selling Niche Info product and it is purely on their marketing capability to bring cash to their bank account. But, I am sure they will THANK YOU for giving this opportunity in return of building your list.

This technique is in fact combination of all 3 techniques explained above:

- You are giving them a product, which you can sell otherwise,
- It is a special exclusive product they you create for them along with sales letter (actual you don't do it, you get it already as a part of membership) and
- You have obtained it through the resale rights membership site! It's just the way you look it! ☺

Do you have better idea? Drop me a mail at [amar@onlineprotectionsuite.com](mailto:amar@onlineprotectionsuite.com)

Once again I would recommend you to become a member of **Resell Rights Mastery**. Did I tell you, that I have specially negotiated with Edmund Loh, the owner and have arranged for the Gold membership for you at **No Cost**? You can immediately start downloading products to offer for list building. And if you like what you see, you can upgrade to Platinum membership to get more premium products.

So, don't delay, Get your **Resell Rights Mastery** GOLD membership [now](#).

Phew, now that we have explored different options to decide on the reward that we would give your associates, you just need to make a final choice and put the link in the **List Spawner** Admin area. Even if you want to give them free advertisement in your newsletter, just put link to a web page where they can post the link and you can take it forward from there. The key is in automating the entire process, so that you don't have to work and let the system handle everything! 😊

Once set-up is done, you should promote the link to affiliate program-listing sites, as described earlier.

Let me just summarize it for you on how to start the Steady stream of subscribers

- 1) Install **List Spawner**,
- 2) Become member of **Resell Rights Mastery**
- 3) Set up good reward scheme and
- 4) Promote your campaign.

Just these three steps will put your Viral List Building on Autopilot!

Hope you enjoyed reading this report and would benefit by implementing this system on your site. I would love to receive feedback from you **and** hear your success stories with this system. If you any questions about anything, feel free to drop me a line at [amar@onlineprotectionsuite.com](mailto:amar@onlineprotectionsuite.com)

God Bless and All the Best! Happy List Building!

To Your Success,

*Amar Mehta*

## **Resources**

**List Partners:** <http://www.listpartners.com>

**List Spawner:** <http://www.listspawner.com/>

**Resell Rights Mastery:** <http://resellrightsmastery.com>

**Big Players' List Building Secret:** <http://www.onlineprotectionsuite.com/listbuilding/>

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