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## **Why You Should Be Building a Customer List**

Almost every marketer has heard of lists. It is something that simply can't escape your notice really, especially with all the fantastic reports of how effective and amazing the results of marketing to a list can be.

People look at lists as cash-cows, just waiting to be milked.

But what is it about lists that make marketers gush about them? Why is it that lists are looked at as one of the 'ultimate marketing tools'? Most importantly though, why should you start building your own customer list?

These are the kind of questions that baffle most people, and certainly cause a bit of confusion among relative beginners. Sure, we all know that lists can be profitable, but then again, a lot of things on the internet can be profitable too.

Why is it that lists are held in such high esteem compared to all of these other things?

Well, that's what you're about to find out in this book. We're going to dissect lists in general, looking at how they work, where they work, and why they work, until at the end of the day you'll be able to say for a surety that you understand just why they're so powerful.

What's more, over the course of this 'dissection', you'll no doubt find out a lot of useful facts about lists that, well, aren't really talked about too much.

So not only will this help you realize the full measure of a list's potential, but it'll also give you a very solid grounding on lists in general. And, probably more enticingly, it will let you profit fully from lists, the way that 'gurus' and experts do.

Needless to say, that's going to be what you should want to be doing anyway – profiting.

Before we jump into a thorough explanation about the huge benefits of lists though, it would be best to sit down and start thinking about what exactly a customer list is.

### **“What is a Customer List?”**

Okay, a customer list is a really pretty simple concept, and all that it really consists of is a list of customers. That said, there are several other things that you're going to need as part of your list if you ever want to make it work for you.

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If you consider it a little, you'll realize that having just a list of names isn't much good at all. What could you do with a list of names, right? Pretty much just keep it on record that so-and-so bought something from you at some point.

So you'll need a little more than names for your customer list.

That is why a customer list *needs* to have contact details. Any kind of contact details. It could be something as simple as a telephone number, fax number, or even house address. Of course on the internet there exist a whole other variety of contact details.

No surprise then that the most common form of contact detail gathered by lists online are email addresses. Naturally, some go one step further, and end up benefiting from a variety of other data.

Twitter, Facebook, Internet Messaging (IM) Services... all of these are valid forms of contact data as well.

Why is it email addresses that are most popular in a customer list then? Well, simply because it is the easiest thing to manage. Admittedly you could, possibly, achieve some kind of results with other online contact details, but it gets a lot tougher when your list expands.

Keeping in touch personally with say, 10 customers, through an IM service would be pretty easy. But keeping in touch with 100, or 1,000, or even 10,000; would be a lot more difficult.

Thankfully, with autoresponders, managing an email-based customer list is made as easy as snapping your fingers (or almost, anyway). Still, it needs work, and as you'll soon see, there is much more to lists than many people think about.

As you now can see, a customer list is basically just a list with your past customers and their contact details. Great. But that still doesn't really explain why you'd want to have such a list, or what you could do with it.

Don't worry, that's what we're going to be tackling next.

## **“Why Should I Build a Customer List?”**

If you had the contact details of your past customers, what good would it do you? When you think about it, you'll see that all your past customers share at least one thing in common, that you know of anyway.

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That one thing is that they've bought some product or other from you before.

Okay, so that isn't exactly a 'revelation', but it is important. If a person has bought something from you before, that means they're interested in the type of product that you're offering. So, it stands to reason that there is a very high chance that they'll also be interested in other, related, products.

On top of that, they've proven that they're the kind of people that are willing to buy products of that variety. This is important, especially online, seeing as there are a lot of freebie-seekers around, so finding proven buyers is a definite plus. We'll discuss this more later though.

For now, you know that, essentially, your previous customers are people that might be interested in buying products related to the one that they bought from you.

Which is why, the simplest and most powerful reason why you should be building a customer list is simply so that you can continue to market to these people. They will form a base for all your further marketing efforts.

Further down the line, we'll be looking at this in more depth. After all, it is what this book is about.

Right now though, the important thing that you need to take away from this particular section is that keeping in touch with your former customers actually opens up the opportunity for you to continue marketing to them. Which is exactly what list marketing is all about.

Before we get into the more specific details of what exactly you can accomplish with a customer list, we should just go over a few fundamentals of what a good list should have; the kind of list, that is, that you can end up using to your advantage.

## **Fundamentals of a Customer List**

Since you already know what a customer list is, we're not going to rehash the definition here. Instead, what this is about are the core areas that can affect (and therefore, improve) a customer list.

Some of these will be familiar, as we've briefly mentioned a few of them already. Here though, we're going to be looking at them in a lot more depth.

If you think about each a little, it will help you out. Don't just take our word for it, try to mull it over yourself and get a better idea of it. As you'll notice, most everything that we're going to discuss really does make sense.

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## Buyers vs. Freebie Seekers

First off, there is a definite difference between buyers and freebie seekers. While that difference may be a psychological difference, as a marketer, the part that you're really concerned about is how that difference manifests itself.

On the internet especially, there are many freebie seekers. These are people who don't spend money online, and try to find free alternatives as far as possible.

Admittedly, some don't spend money for a good reason, such as, not being able to afford to spend on 'extras'. Others just are convinced that buying things online isn't safe. Yet others simply feel that they can probably find a free equivalent somewhere or other.

To be honest though, the reasons don't matter, but chances are, if someone is a freebie-seeker, they aren't going to end up buying things from you very often. In fact, they may just be on your list because you were offering out a free sample or something in exchange for joining it.

Due to this, differentiating between the freebie-seekers and the real buyers is a big part of what building a good list is about. If you're building your list solely on past customers whom have actually bought items from you, then you'll find that you have to worry much less about the number of freebie seekers on your list, as we mentioned previously.

Still, there will undoubtedly be at least *some*. But really, you'll find that there are probably other categories other than just these two extremes.

## Buyer Categories

Even amongst buyers, there are different types. For example, there are the millionaire buyers, to whom money is not an object and would be willing to buy practically anything as long as it appeals to them.

But unless you're marketing to this exclusive crowd, chances are most of your buyers will be regular, working Joe's. Even then, you'll find that there are various categories of 'buyers' in which you can place people.

Some people are impulse buyers who see something, like something, and so they buy it. Very often these type of people don't really think about whether they really should buy it, they just know that they want it, and so they get it.

On the flipside, there are the more discerning buyers. These are the people who like to dissect everything down and find out if it is really worth their money to buy something. Needless to

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say, it is tougher to market to them – but if you have a product that is a really good buy, then these are going to be people who are willing to buy it.

Of course there are many other categories, but these are the most common. Yes, it is sort of like stereotyping, but you'll find that, especially as your list gets bigger, being able to know what products suit which people is really an advantage.

Also, as you'll find, there are different pricing categories that people tend to go for. Where some people will buy only products around \$17 at most, others will be more likely to buy a \$97 product than a \$17 (because of perceived value).

This too, is beneficial, not because you should try to price the same product differently, of course, but more because you'll know what interests people more.

And people always appreciate it when you hand them exactly what they want.

### **Further Contact Details**

Earlier, we'd discussed how email really is one of the easiest contact details that you can use on a customer list. While this is true – it certainly doesn't hurt to have more contact details.

Downside is, it is far easier to get people to fill out just a simple 'name and email' form than it is a huge, and large, form. But, if subsequently they've been on your list, been buying your products, and generally trust you, then there's no reason why they wouldn't be willing to give you more details.

With extra details, you can certainly do more.

Sending greeting cards during seasonal holidays, for example, is something that many companies do to great effect. Although you could, admittedly, send an electronic version through email, it isn't quite the same thing.

Step by step, you'll find that the more ways you have to contact people, the more possibilities exist as far as marketing and establishing a rapport with your list is concerned. So yes, it really is beneficial, and brings us to our last fundamental which is...

### **Keeping in Contact with a Customer List**

Seeing as we've gone over the various other fundamentals, the only thing really left to talk about is keeping in contact with your customer list. Now, the key to a customer list, as you probably can guess, is that it allows you to have a *continuous* relationship with your customers.

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Mind you, it has to be continuous for it to work. If someone buys something for you, and joins your list, but doesn't hear from you for a few months, then when he finally does, there is little chance that he or she will even remember about it.

So it will appear as just a random advertisement, rather than the recommendation based on their previous purchase that you want it to be.

But remember, too much contact is just as bad as too little. If a customer buys something for you and gets 10 emails in the span of a few days, that will probably just end up annoying them, and is a good way to get them to ignore your marketing efforts completely.

At the end of the day, the aim is to toe the line between keeping in contact, and too much contact. An email or two a week is perfectly acceptable, and in some cases, even daily emails can work.

As things go along, you'll find out what your list responds best to, but for now, just keep it in mind and don't make any 'extreme' mistakes.

When you do have a list, you want to ensure that you can maintain it properly, and keep the trust that your subscribers have in you. Which is why it is crucial for them to not feel like you're just trying to take advantage of them for a quick buck here and there.

In order to avoid that, make sure that you don't just keep marketing products to them, but rather send them helpful freebies, and information, in between your marketing efforts. That way, they'll actually have a really good reason to stick around and see what you have to offer.

Plus, they'll also know that you're the kind of person who knows what he's talking about, in whatever niche you're in, and can impart the kind of knowledge that they could use to their own advantage.

## **Summing Up the Fundamentals**

Although you might be wondering why we digressed slightly from what we're supposed to be talking about (which is why you should build a customer list), let me explain.

Building just any customer list is really, well, not going to get you the kind of results that you want. What you need is to build the right kind of customer list, and for that, you need the fundamentals that we just discussed.

In other words, you need to make sure that you have buyers on your list, and not just freebie-seekers. You also need to be certain that you know their habits, and the categories in which they fall in.

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On top of that, having the ability to contact them in a number of ways, and then, keeping in contact constantly – these are the kinds of things that will get you that ‘right’ kind of list.

And armed with that kind of customer list, well, you could do a whole variety of things that may have never even crossed your mind prior to this. In short, a list does represent an enormous potential to market products, but the ‘right’ kind of list is so much more than that.

It is, really, completely priceless.

## **Cross-Marketing Products**

Most marketers end up with tons of products eventually. Of course, unless you run an actual company and employ staff to handle each and every product, chances are that you’d tend to focus on your latest launch.

While this is only natural, it does mean that your prior product, which may be really great and still very much relevant, tend to not receive the focus that would allow them to keep pulling in customers for you.

Part of the beauty of cross-marketing products to a list is that it allows you to tap into the full length and breadth of your products, and get customers to them, almost effortlessly.

Of course, it doesn’t just have to be old products, it could be any products. In fact, if you don’t have a huge base of products, then you could become an affiliate, or promote CPA offers, and so on.

Really, the possibilities are pretty much endless as far as cross marketing is concerned.

But the key idea behind it is simple. Say, for example, you had 3 products, and let’s just call them Product A, Product B, and Product C. Now, for each of these products, when someone makes a purchase, you get them to subscribe to your list.

So, if someone buys Product A, they’re then on your list, and you can subsequently (not immediately!) market Product B and Product C to them at some future date. Likewise, if someone buys Product B, you could later market Product C and Product A to them.

That way, each of your products stands a much greater chance of being bought.

Generally, the only real requirement when cross-marketing a product is that they relate to each other in some way. After all, if your Product A was a dog grooming brush, and Product B was a

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new computer game, well... there is less of a chance that the person buying Product A will be interested in Product B.

Later on, we'll look at that particular case a little deeper. Right now though, just remember that the relationship between products is a good thing.

Going back to an example, if Product A was a dog grooming brush, and Product B was dog shampoo, well, that would mean that a person buying Product A would probably like Product B too.

If your marketing efforts are concentrated to a single niche, or a small number of niches, at least, then you'll find that this is very easy. But it is slightly more difficult when you're spread out over a diverse range.

In situations like that, you could very well have to fall back on marketing affiliate products, CPA offers, or Joint Ventures (which we'll also be looking at a little later).

So long as you can find something worth marketing that relates to the niche, you'll find that you're able to carry out cross marketing. Be careful though with products that aren't your own. If you recommend them, and they turn out to not deliver as promised, your list subscribers could end up annoyed at you for recommending it.

Remember, your list deserves only the best, so be sure to give them exactly that.

## **Carrying Out Market Research**

Did you know that some big companies spend hundreds of thousands of dollars on market research?

Actually, do you know what market research is?

If you answered no to either of these questions, well, let's just run through market research pretty briefly. And for starters, all that it really consists of is data about a particular market (or niche, as you might prefer to call it) that will help efforts to sell products.

What that means is that it could be anything, from the likes and dislikes of the group of people that make up the bulk of your niche, or even their thoughts and opinions about certain types of products.

Why this is so crucially important is simple: People are more likely to buy from you when you're selling *exactly* what they want (or as close to it as possible).

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Yes, that statement is a bit of a no-brainer, but it really is very, very true... of course. But unless you're psychic (which you probably aren't), you have no way of being able to just sit back and instantly know what your potential customers are thinking.

So all that you can do is: Ask them what it is that they want.

How you accomplish this is really up to you. Some people just come out and say, "Hey, what is it that you'd like?" but in general, that's an approach that is going to get you some pretty diverse answers.

Be specific, if you can. Ask them about specific aspects of specific products and you'll find that the answers that you get are far more useful. If you haven't already guessed, surveys are one of the prime ways in which market research is conducted.

Normally, the reason why market research is so costly is that it involves going out there, finding people who are genuinely interested in a certain niche, and then trying to convince them to answer your questions.

With a list of your own though, you don't need to go out and find people – you already have a whole bunch of them that you know are interested in the niche that you're in. So all that you really need to do is, well, convince them to answer your questions.

Depending on your list, and how responsive they generally are, this could be something that is easy or, well, not so easy.

Some lists have a lot of people who would be only too happy to help you out by participating in your survey. If your list is pretty established, and its members are happy with you, you could pull this off really easily.

Of course, the bulk of lists contain people who wouldn't really want to do a survey, purely because it's not worth their time to do so. Thus, in order to get your research done, you're going to have to give them a good reason to want to participate.

That's right, incentives are going to be the tools that you use.

If you reckon that sending out an email and saying, "Hey, it would help me a lot if you participate in this survey of mine," isn't going to get you a good response, then how about, "Hey, want this amazing new eBook for free? Just head over and complete this survey and you'll be able to download it!"

See, in this way you're actually giving them a reason to want to complete your survey.

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Unfortunately, market research isn't just that simple. For every survey, you'll find that there are at least a few people who aren't entirely truthful, or worse, just randomly answer them. But if you're surveying a large enough audience, then chances are these 'abnormalities' would be corrected in the overall statistics that you get.

Beware though, people tend to be especially untruthful when the survey deals with something personal, that they might not be comfortable responding to.

All things said and done though, it really is a powerful reason as to why you need a list, and you'll find that you're better able to create, or just market, products that are instant hits once you have even the roughest idea of what your market wants.

Again, this really is priceless.

## **Participating in Joint Ventures**

One of the doors that having a large and responsive list tends to open is that more marketers will be interested in having you participate in their joint ventures.

True, they'll be doing it primarily because, hey, they profit from it, but it opens up a lot more opportunities for you too. Some of the best products out there don't run affiliate programs, but rather simply allow people on board as part of a joint venture.

What this means is that you'll have access to some of the 'cream of the crop' type products, that could really give you a nice boost.

Of course, it isn't all sunshine and roses, and when you're participating in a joint venture, you need to be sure that you've picked the right joint venture. Believe me, this part is absolutely and undeniably important.

Some of the common pitfalls associated with joint ventures are the fact that, well, you're basically putting your reputation on the line when you promote a product that isn't your own. In essence, you're actually saying, "Hey, this product isn't mine, but it's great, so buy it!"

If that product then turns out to be a disappointment, your subscribers are going to be thinking, "Well, he recommended it which is the only reason we bought it, so he must have just wanted to make a quick dollar from us."

Once your subscribers lose trust in you, they'll probably unsubscribe and be gone forever.

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To avoid this, what you need to do is make sure that any product you're promoting is of a quality that will not damage your own reputation. Be sure to review a product carefully, and make certain that it really is something that your list would like.

If you somehow feel that a potential joint venture is not going to work out for your list, don't enter into it.

Even if you do find a great product, that works well, and is definitely going to sell like hotcakes on your list, well, be sure to read the fine print. Study the joint venture agreement carefully so that you know exactly what you're getting into.

There have been cases where joint ventures turn out very badly due to misunderstandings in the agreement itself.

Still, with the right product, and a good joint venture agreement, you could easily boost your standing with your list and at the same time end up profiting handsomely. When your list knows that you can offer them the highest quality of products, they're bound to respond better for every future product you recommend.

## **Cutting Down Advertising and Promotion Costs**

Maybe you noticed this already, but as a side effect of cross-marketing, you're going to be able to save a lot of money on advertising and promotion.

Basically, instead of having to spend money promoting each and every product that you launch (either through design costs, website costs, and so on), you'll be able to simply market to your list at no cost at all (except that of an autoresponder).

As you'll soon find, this leaves you with more resources to focus on other areas of marketing, for example product creation. And with more products out there, your list can expand faster, and you'll quite literally be going from strength to strength.

If you want to, you could look at it this way: Assuming that you'd use PPC advertising to get a lot of traffic, then for every click, you'd be paying a fixed cost. Even if that cost is something as little as \$0.30 (which is a really low estimate), that means that if you have a list of 10,000 people, you're saving about \$3,000 by marketing straight to the list.

Furthermore, a well-handled list is going to end up converting at a generally much higher rate than PPC traffic normally does, so... in actuality, you end up saving even more than that.

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When you take this example, and apply it to high-competition niches where, the cost-per-click is mostly higher than \$0.30, that's where you could really end up saving a lot of cash. Still, as you can see, with a large enough and well-groomed list, you will still end up saving a considerable amount.

Those savings become part and parcel of your profits, and then it's up to you whether you reinvest them on things like product creation, or just pocket the additional money with a big smile on your face.

No matter which you choose, you're going to end up being much better off as a result of your list.

Even if you wouldn't normally use PPC, just think of how valuable your time is, and how much of that you could save by just sending out emails instead of having to get an entire new infrastructure up for each and every product.

## **Tracking Customer Response**

Almost every single aspect of email marketing is track-able. If you're using some other type of customer list, this might not be such an easily apparent advantage, but most other types of lists are still very track-able too.

By gathering data through tracking your customer responses, you're inadvertently augmenting any market research that you might already be carrying out.

For instance, if you find that your product that deals with a certain 'Topic A' of a niche does a lot better conversion wise than 'Topic B' you could try further products related to 'Topic A' to see if they do better to.

If they do consistently, you'll be able to quite confidently say that 'Topic A' appeals more to people in your niche.

Once you find out something like that, its only too easy to turn it to your advantage by tapping into what you already have been while testing. Of course, not everything is going to be as simple as that, and there's going to be some trial and error involved.

But in the long run, having the ability to gather data in this way is going to be a tremendous asset to your business in general.

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Considering that your list is really part of a wider demographic of people who are interested in your niche, you should be able to take what you learn and apply it to every area of your marketing efforts.

That way, the results will be even greater, and the benefits to you will translate directly into profits.

## **Use Your List to Break Into New Niches**

Breaking into a new niche is tough. Not only do you need to go back to the drawing board and get entirely new market research, but you also need to, once again, start getting a steady base of people interested in whatever new niche you're in.

Or do you?

Well, seeing as you have a list lying around, would there be any harm in seeing if any of those people on your list are interested in your new niche?

Of course, you don't want to start marketing directly to them, but how about saying something like: "Hey, I'm just starting to get interested in <insert new niche name> and I wondered if any of you are too. It really is amazing, and I found this remarkable eBook lying around my collection that really is a page-turner."

Then you'd let them download a free eBook for that new niche and, by tracking those who did download the book, you'd have a nice customer base for that new niche that you're starting up in.

Naturally, you can also use that same free eBook to continue building your list further through more conventional means, so it's not like you're going to have to have one special free eBook just for this purpose.

Basically, you lose nothing, and end up getting established that little bit quicker as a result.

At the same time, you're also saving money on advertising and promotion as well, and so you end up benefiting in that way too, which is an added advantage.

Remember not to overdo things though. Although your list will no doubt not mind an email asking if they're interested in a different niche, if you keep doing it on a weekly basis or something, well, they could start to wonder why they're a part of your list.

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If you can, give them some really compelling reasons in between asking about other niches, and still, limit the emails that you send out regarding other niches to at most, once a month. Less is better though.

Also, be mindful that your goal is to not try to sell a new niche to your existing niche. Instead, you're just going to try to ask them if they are. So don't try any heavy selling tactics, or try to convince them that they really like that new niche that you're entering into.

When all is said and done, you could end up with two great lists though, which is certainly better than one.

## **Other Compelling Reasons to Have a Customer List**

So far, we've covered a lot of good reasons to have a customer list. Along the way, you've no doubt seen some of the many exciting possibilities that lie in store for you if you do decide to use a list in your marketing.

And there are more reasons, albeit more general ones.

What do you look for when you're marketing? Of course, the end result that you want to obtain is as nice a profit as possible, but what else?

Would you want to work 12 hours for the same profit that could make in 5 minutes? Would you like to be able to have flexibility in your marketing, and decide who exactly you market what product to?

Maybe you're starting to get my drift, but if you're not, the core point that I'm driving at is that a list of any kind really does help your marketing effort on such an overall basis that is completely remarkable.

Let's sum up what you *already* know, and add to it, so you'll see that having a customer list allows you to:

1. Cross-market any and all products that you may have
2. Carry out market research
3. Participate in some of the 'cream of the crop' Joint Ventures
4. Cut down your advertising and promotion costs
5. Track customer responses and learn from them
6. Break into new niches and have a ready-made base of customers

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Well, that's basically what we've already covered, so what else is there? Well, if you have a customer list, you could also:

7. Market to a large amount of people in a short amount of time through that list
8. Easily automate most of the process, especially in the case of email lists
9. Personalize and customize your marketing as much as you like, especially in the case of regular customers
10. Get responses immediately, again, especially with email lists. Snail mail or other types of lists may of course take longer.
11. Allow your customers to forward your marketing efforts on to their friends with ease
12. Integrate it with other aspects of your marketing, such as a membership website, where your members could be part of your email list too
13. Establish deeper relationships with many customers

As you can see, there really are some pretty attractive benefits out there, just waiting for you to tap into them. Of course, you also probably noticed that some are very specific to email lists, which is pretty apparent.

One of the things that can definitely be said about email lists as opposed to any other variety of lists is that they're easy.

There's a lot less fuss, a lot less work, and lot more automation about an email list than there would be with any other type of list. We mentioned this briefly near the start, and it really does make a huge difference.

In essence, a point that you might want to consider if you already have another type of list is converting as much of it as possible into an email list. Of course, you can still combine two different types of lists and market that way, but having a simple, easy to run, and easy to maintain email list is a definite must.

But if you really are adamant about not wanting to use an email list, well, you can still benefit from most of the many advantages of a customer list in general.

## **Starting to Build a Customer List From Right Now!**

After you've read everything that there is to say about customer lists, you should realize that it is best that you start building your customer list right now, especially if you already have products that you're marketing.

Every second, every minute, or every hour that you wait could mean that another customer buys from you without giving you the chance to get him or her to join your list.

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At very least, you should start preparing the basics, and planning out the incentives that you're going to be giving your list subscribers, as well as setting up an autoresponder or anything else that you'll need.

If you don't have a list, you *are* leaving money on the table, so get to it!

When your list begins to grow, you'll see just how profitable an idea it was for you to build it. Then again, you already know most of what you can expect to gain, and be able to do, as a result of having a list.

Marketing through a customer list is really one of the most effective tactics that any marketer could ever hope to use.

And what's more, it isn't complicated, or complex, or even all that difficult. Anyone, even a complete beginner could get started with building a list, so there's no excuse not to be beginning the basics of yours.

Good luck with your customer list, and hopefully you'll begin now and start to enjoy the benefits of it.

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Were you are given all the products, squeeze page, email follow up including ebooks and other promotions?

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