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Discover Why the Money Is Not In the List – But In the Responsiveness

Are you thinking about building a list? At some point or other, most of us do, especially when we hear about all those super-successful marketers who are raking in the cash by marketing to their massive lists.

Knowing that there are people out there who are really minting money that way, it is hard not to want to try it yourself.

Of course, this desire to make your own list and start earning money from it is furthered when you hear things like the common online marketing euphemism, “The money is in the list.” Phrases such as this are thrown around fairly often.

Another popular one is, “If you aren’t building a list, you’re leaving money on the table.”

Okay, right now, it would be a good idea to establish one thing: None of these catchy taglines that you’ve heard are *wrong*. Far from it, in fact, they’re very, very right. There *is* money to be made by constructing a list, and if you’re a marketer who is selling anything online but not building a list while doing so, then you *are* leaving money on the table.

But building a list based on these catchy taglines alone is probably a bad idea.

So if you’re think that all that you need to do is somehow get emails, and then send out advertisements for any and all products that you have, well, you’re in for a nasty surprise. Unfortunately, this is what really happens in a number of cases.

Truthfully, it is best that you view taglines as what they are – just taglines. They aren’t, and never were, meant to tell you the intricacies of building a list. And *yes*, there definitely are a lot of intricacies involved when building a list, and then marketing to it.

Thankfully, you have this book, in which we’re going to look at lists, and go over the real ‘secret’ of making money through lists. As you’ll soon see, it isn’t really a ‘secret’ at all, just some clever marketing through a very logical approach.

By the time you’re done with this book, you’ll be able to see why, as the title says, the money is not in the list, it is in the responsiveness.

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First though, let's kick things off exploring the ways in which list building can go horribly *wrong*. That way, you can see what mistakes you should really never, ever, make.

Why People End Up Saying, “List Building Doesn’t Work at All!”

Heard people saying that? Chances are, you probably have, but then again, you've also heard all the tales of millionaire list-owners, so it is all really pretty confusing.

Honestly, the simple fact is that it really is pretty confusing for a beginner to try to build a list without knowing much about list building. And because it is so confusing, very often mistakes do end up being made.

Typically, for the average person that has very little prior experience in marketing online, the initial impulse is to build as *large* a list as possible. After all, the larger the list, the more potential customers you're marketing products to – so it makes sense that you would want a really, *really* big list.

Very often, the methods used by relative beginners to collect such a large number of emails vary from being ineffective, to sometimes using techniques that are frowned upon. Still, by hook or by crook, at the end of the day a large list is somehow obtained.

Naturally, not everyone manages to even really obtain a large list, but let's just say for the sake of argument that they somehow *do*.

Then what? Well, since they already have a large list, which means tons of potential customers, the only thing left to do is to start marketing, right?

Thus emails begin to be sent out, containing advertisements or sales letters to various products. Very often, few or no sales are made, which can be both puzzling and distressing to the marketer.

So the solution that is often used is to send out more emails, hoping that the potential customers will find at least something that they like out of all the advertisements that are being sent their way.

When this too doesn't end up working, well, that's when things start to get really annoying.

After all, having built up a huge list, and sent tons of emails but still not made much money, isn't it obvious that list building is just a big scam? How could it possibly work if people just don't seem to want to buy anything at all, even after you've tried marketing *so* many different products to them?

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At this stage is when people start to think, “List building doesn’t work at all.”

Can you blame them for thinking so? Well, not really. If you know even a little about list building, you’ll know that in the above scenario, our fictional marketer made a lot of very key mistakes.

But situations like that are really all too common, and they have given rise to a lot of misconceptions about list building.

Eventually we will re-look at the above scenario, and try to pinpoint some of the mistakes that were made. Also, we should look at other common mistakes and misconceptions about list building and marketing.

First though, let’s go over responsiveness in general, to give you a little bit of a foundation that you can start off with.

“What is Responsiveness?”

It is pretty much a self-explanatory word, but its best to make sure that we’re on the same page rather than wandering off on various tangents.

Responsiveness, on the whole, just means the degree to which something... anything, responds to, well... anything.

Yes, that isn’t very clear, so let’s put it in the context that we’re discussing, i.e. lists. When you talk about how responsive a list is, you’d basically be talking about the degree to which your subscribers are responding to the emails which you’re sending them.

Very often, responsiveness is confused with your sales rate, or, more generally, conversion rate.

While both of those can measure certain types of responsiveness, and are most likely the type of responsiveness you’re most interested in (since they’re the ones that make you money), you should also be aware that responsiveness is really far more general.

But yes, the responsiveness in which you’re most interested in would be either your conversion rate or sales rate (these two terms are used somewhat interchangeably nowadays really).

If you think about it, right now, you might be able to figure out for yourself why exactly responsiveness is the key to profiting from a list. More than that, you might even get why the title of this book is that the money is not in the list, but in the responsiveness.

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Don't worry if you're unsure still though – we'll be getting to that next. For now it is enough that you're certain exactly what responsiveness means.

“Why is Responsiveness Important”

There. This is the million dollar question for the evening. In a minute or two (depending on how fast you read, really) you'll see why responsiveness is not only important, but it is actually something that you can't do without.

Everything about list building *hinges* on responsiveness.

When you can understand just how and why responsiveness is so incredibly important, you'll find that you're better able to tap into the true wealth that lies in lists.

Think of it this way: It should go without saying that you want your list to be responsive. After all, if your list is responsive, that means they're reacting well to your emails, and thus, buying the products that you're marketing to them.

Seeing as that's your goal – to market products and have your list buy them, well, you definitely do want your list to be responsive.

But the reason why absolutely everything about list building hinges on responsiveness is slightly more involved, even if it really is just an extension of the fact we just mentioned: A more responsive list, means more customers.

So what about a less responsive list? Or a totally and completely *unresponsive* list?

Responsiveness can swing both ways, and this is what so many people fail to grasp. Thus it isn't a good idea to think that you can build list that isn't responsive and even hope to make money out of it.

As you can now notice, the very *concept* of responsiveness means that in order to make *any* money at all, you must have a list that is at least a little responsive.

A common misconception that stems partly from this fact is that some people end up thinking that if they build a really huge list, chances are it will be at least slightly responsive, and that 'slight' responsiveness will be enough.

Sadly, this couldn't be further from the truth.

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To help you understand though, it would be best to use examples, and among all the examples of why responsiveness is so crucially important, none is as compelling as the mathematical one.

Why is it so compelling? Well, maybe it is just the fact that actually seeing the figures and how they line up is very persuasive, or maybe it is just that it illustrates the logic best. Either way, you're about to find out!

Responsiveness Explained in Mathematics

Even if mathematics was never your strongest subject in school, don't worry about it. This isn't exactly rocket-science type mathematics, it's just basic calculations in the form of an example of responsiveness.

Before we get to the example itself, it would be best to make sure that you understand the concepts and lingo that are in use.

Firstly, there is conversion rate, which is normally a percentage. That means something like 1%, 2%, 3%, or 34.5532%. Yes, conversion rate is very rarely a nice round number, but we're going to be using nice round numbers for the purpose of our example.

All that the percentage means is the number of people who perform an action per 100 people. So a 1% conversion rate means that 1 person out of 100 performed that action. It could be any action, such as buying a product, and so on.

Got it? Great.

Now the only other thing that you really need to know is that the list size is just, well, how big the list is. So a list size of 100 means that there are 100 subscribers to your list. Simple enough, right?

For our first example, let's suppose that you have a list size of 10,000 subscribers. Yes, ten thousand. Sure, it is a pretty huge list, and it's the size of list from which you hear that some people end up making millions of dollars.

But, unfortunately, your list of 10,000 subscribers is not very responsive, and has a conversion rate of 0.1%. That means that out of every 1,000 people, 1 person is buying something, on average.

Thus, from your 10,000 strong list, only 10 people are buying things, really.

Let's take a second example. Now in this example, your list size is 1,000 subscribers. That's a whole 9,000 less than the previous list, and really doesn't sound anywhere near as impressive.

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Still, in this list, the conversion rate is 1%. So for every 100 people, 1 person is buying something. This means that your list of 1,000 subscribers with a 1% conversion rate has 10 people buying from it on average.

Hang on a sec. That also means that your 1,000 subscriber list with a 1% conversion rate is just as good as that humongous 10,000 subscriber list with a 0.1% conversion rate. Pretty nice right?

Where it gets really incredible though is when you consider the final example, which is a 100 subscriber list with a 10% conversion rate. With a 10% conversion rate, that is an 10 people buying, on average.

In effect, even a list size of just a mere 100, with a decent conversion rate of 10%, would be as good as an incredibly huge list of 10,000 with a lousy conversion rate of 0.1%.

Now you should see just how powerful responsiveness is. Nurturing responsiveness would mean that you're able to profit from even a small list, and, if you can grow a responsive and *large* list...

Well, *that's* how people end up making millions from their lists.

While you know that responsiveness is pretty amazing now, there is still one question that you might be asking, "Does it makes a difference if my list is small and responsive, or large and not responsive, since both can get me customers?"

How about we answer that right now.

Advantages of Responsiveness vs. Size

Remember the question that we just asked? Well, let's look at it a bit more. On the surface, it might seem exactly the same if you have a 10,000 strong list with 0.1% conversion rate or a 100 strong list with a 10% conversion rate.

End of the day, you're getting the same average amount of buyers.

But just because you're profiting from both equally, it does not mean that one is as good as the other. In fact, there are some very strong reasons in favor of putting an emphasis on responsiveness instead of size.

Here are some of them:

1. Cost of Maintenance

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Remember, the bottom line that we're looking for is *profit*. Not just earnings, but profit. And profit means that you have to subtract any costs or anything that you might've spent in order to get your earnings.

Initially, it might appear that there's not much which you'll need to spend on with lists. After all, the only thing that you're really doing is sending out a bunch of emails.

If you look at some of the more popular autoresponder services though (the tools by which emails are sent out, and lists managed) you'll see that a big list often will cost you more to maintain.

Even if you decide to go a more independent route and set up your own server and autoresponder software, a bigger list is a bigger strain on resources, which translates into cost too, eventually.

All this amounts to a higher cost of running and maintaining your list, which of course, eats into your profit margin.

On the other hand, a small list would have a much lesser cost of maintenance, and you'll end up keeping a much larger portion of your earnings.

Needless to say – that is what you would, and should, want.

2. Managing the List

Apart from the cost of maintaining a large list, actually managing a large list is nothing less than a headache. It might be worthwhile though, if it was a large and *responsive* list, but if it's just a large list with very poor responsiveness...

Well, you'd be putting a lot of time and effort into managing the list, and getting meager rewards in return.

And make no mistake; a list does need to be managed properly, if it is to produce any rewards at all. We'll look at this in more detail later on, but for now let's just leave it as a very general 'management' issue.

3. Lower Interaction Ability

Again, this is something that will be discussed in greater depth a little later on. For now, we'll go over a quick example though.

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Imagine if you had a list of 100 people, and you started marketing things to them and say 20% of them emailed you back asking questions about whatever it is that you were trying to sell.

That means that you'd get 20 emails, which is pretty easy to respond to.

In a responsive list, this is actually pretty normal, and chances are that 20% contain some of the possible 10% that would probably end up buying whatever you're offering.

On the other hand, an unresponsive list is less targeted, so therefore if you had a huge list of 10,000 people, and 20% responded to an email you sent asking questions... well that's a whole 2,000 emails that you'd have to deal with!

And since your list doesn't really have that many buyers (0.1% if we use the previous example again), you know that most of those emails aren't even going to be people who end up buying your product.

Basically, you're not going to be able to interact with them. Whereas with the 20 emails you got from the responsive list, you'd be able to talk to them, answer their questions and convince them further.

4. Difficulty Building a Large List

Of course, one of the main troubles with a large list is that it is pretty tough to actually build one that is so huge. This problem is also just compounded when various dubious methods are used in order to get that large list.

It really is a catch-22 type situation.

While getting a large list is tough, and time consuming, if you go about it using dubious methods, it amounts to self-sabotage since the list which you do end up with will probably be unresponsive.

Some people end up either using PPC traffic (which is tough, unless you know what you're doing) or even just flat out buying lists from others in order to get the emails that they need.

Most 'bought' email lists tend to vary in quality, and you can expect that unless you're paying a very large sum, the list that you're getting will be pretty shabby, at best.

Or, as many find, it could even contain emails that just keep bouncing, or send your marketing emails directly to the junk pile.

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End of the day, gathering 100 emails that are targeted and responsive, is much, much easier than gathering 10,000 emails, even if they are unresponsive. Depending on the techniques you use, it could also end up being cheaper.

Which is, really, a big factor.

See why a small responsive list is far better than a large and unresponsive one? Of course, you'll face some of these same problems if you have a large and responsive list, but at that point, you'll be raking in so much money that it will make it completely worthwhile.

In fact, with a very large, very responsive list, you'll be in a position where you can just hire someone to deal with most of it for you.

Anyway, now that you know about responsiveness and its advantages through and through, it is time for us to look at some of the mistakes that people make when they start list building and marketing.

Common Mistakes and Misconceptions about Lists

Remember how, way back near the beginning, we gave an example of how a typical beginner would start off list building and marketing, end up failing at it, and thinking that marketing in that way doesn't work at all?

Go ahead and scroll up if you don't. By now you could possibly even pin point some areas in which our example beginner went horribly *wrong*.

If you can't spot even some, don't worry too much, we're going to go over all of the mistakes in the approach that we'd mentioned earlier, and then even go on to detail some other common mistakes that are made.

To kick it off, let's look at the first mistake that is commonly made, and just so happens to be something that we briefly looked at a while ago.

Self Destructively Building a Large Unresponsive List

True to nature, the first impulse of most beginners is to build as large a list as possible. Of course, when they find out just how hard it could be to do it through the normal methods of squeeze pages and so on, they sometimes resort to other, frowned upon, methods.

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Not even a page ago, we covered how this catch-22 situation made it inevitable that a newbie trying to build a large list would end up with an unresponsive one.

By buying unreliable email lists, not knowing how to use PPC traffic (and therefore wasting a lot of money), or even sometimes ‘stealing’ emails through less than savory methods, things can go horribly wrong from the start.

What most beginners end up with, by following this type of approach, is an email list that is doomed before the first email is even sent out.

Not only will a lot of the emails ‘bounce’ because they’re invalid, but even more will go straight to the junk pile, or even cause people to instantly mark them as junk because they are not wanted, and they don’t know who the person sending them is.

All that this will end up doing is making a lot of people annoyed, and possibly even cause them to tell their friends and spread the word that you’re not to be trusted.

Reputation is one thing that is crucial for any marketer, and some of the frowned-upon methods can cause you to lose yours if you use them.

For that reason, coupled with the self-destructive, and doomed-from-the-start situation that you’ll put yourself in, these types of list building are to be avoided, and are definitely a very big mistake.

Immediately Pushing Products onto a ‘Fresh’ List

Even after a list is built, and even if it could potentially be a very responsive list, all that can be ruined if the very first email that is sent out is an advertisement or sales pitch.

Basically, doing that is the internet-equivalent of going up to random people on the street, shoving a product into their faces and saying, “Hey, buy this!” In short, it rarely ever works, and is a good way to get people to avoid you.

Put yourself in the shoes of the buyer, and you’ll probably see why.

After all, they don’t really know you, or who you are, so you can’t rely on them trusting you outright, even if your intentions are good and you think that the product you’re selling will *really* help them.

All that they know is that some guy or girl whom they don’t know at all is emailing them and trying to sell them something.

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No matter how good your sales pitch is, it stands a very high chance of being dismissed outright in that kind of situation. In fact, your entire email stands a very high chance of being left unopened and immediately deleted.

Or worse, your email address might be added to the junk mail list so that all further emails are automatically filtered out too.

Naturally, you want none of these things to happen, which is why you should never start your emails to a fresh list with a sales pitch. If you like, think of it this way: First impressions are everything, so you definitely want to make as good a first impression as possible.

Why would you want to come across as being a marketer just looking to make a quick buck, when you could instead establish a relationship and become a trusted source of quality information and products.

Which impression do you think would make people actually *want* to buy what you're offering them?

Spamming Emails with Lots of Offers

Repeat after me: Spam is bad.

Even if you have the absolutely best 50 products in the world, sending 50 emails to your list with a stunning offer for each is still going to make your responsiveness plummet. In fact, you'll find that a lot of people unsubscribe, delete your emails, and block your email address permanently if you do something like that.

Granted, that's a very extreme case of spam, but it is a fairly common mistake that many make.

As in our example previously (the one with the beginner marketer), the reason it is made is because people figure that if they didn't get a good response from one offer, they'll try offering something different, and then something different again.

That way, people may find at least something that they like and end up buying that thing.

It should go without saying that this doesn't work. It might work, if you were marketing to robots that were strictly logical. But you're not marketing to robots, you're marketing to living, breathing, human beings.

And while a robot might look through 50 offers, find the ones he likes and just buy them, a human being that sees 50 offers in his email is going to just get annoyed.

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So although there might be some logic behind making many different offers to your list, the key point at stake here is to not to make the offers in a short time span.

Later on, we'll look at what might be an acceptable rate of emailing, but for now let's just say that any more than once a day, is way too much. In fact, you should never send out two consecutive sales pitches in a row.

Yes, spam really is very, very bad.

Sending Long Messages

Well, we've gone over the 3 mistakes that were in that example. Recognize them? Now though, there are some other common mistakes people make, and we're going to look at those, starting from using long messages.

Let's face it, even if you're a trusted source of products, no one is going to sit through a 5-page long email that doesn't seem to be getting anywhere in particular. If you sent a 5-page long informative article that is really helpful, maybe, but not a 5-page long sales pitch.

As a rule of thumb, keeping it short and simple is the best way to proceed.

Avoid lengthy, off-topic emails that will cause readers to just close the window, or delete the email. Keep things focused, and you'll find that your list reacts a lot more responsively as a result.

Rambling is the worst possible thing that you could do in an email marketing campaign.

Getting Too Personal or Being Too Impersonal

Building trust is great, and establishing a relationship with your customers is a very good move to make. But remember, at the end of the day, they are your customers, and not your high school buddies.

Keep the relationship that way, and you'll do a lot better. While, certainly, every so often you might strike it off with a member of your list and correspond with them personally, that's fine, but in your main emails to the list itself, you don't want to get *too* personal.

What your list should want from you is information, recommendations, and help in general regarding whatever niche you're in. So, telling them about your day or what you did over the weekend is something that you shouldn't do – unless it really does connect to your niche in some specific way.

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Also, while it is perfectly fine, and even advisable, to address people by their names (most autoresponders can allow you to do this automatically), using it too often can just sound downright creepy.

On the flipside, you are marketing to real people, not robots, remember?

Thus, being too impersonal is *also* not a good idea. What you really want is to tread the middle line, and engage people in a conversational tone without getting into personal details and stuff like that.

If you can do that, then you're on the right track.

Summing Up the Common Mistakes and Misconceptions

Every mistake and misconception that we've talked about has been based on the simple fact that responsiveness is what you're trying to nurture. What we've gone through are basically the 5 mistakes that are counterproductive to that cause.

Since your list building and marketing campaign depends on you being able to get a responsive list, it is crucial that you avoid these mistakes as much as possible.

Now that you know enough about responsiveness though, that shouldn't be too hard for you to do. In any situation, just take a step back and think, "Hang on a sec, how would I respond to this if I was the one receiving the email?"

Of course, there is more to coaxing responsiveness out of your list than just avoiding the common mistakes.

Actually, responsiveness is something that can, and should be built up and nurtured. And, it is really very possible to do that by just following a few simple guidelines that look at the issue in a logical manner.

In fact you'll find many eBooks and marketing resources that are devoted exclusively to the subject of building a responsive list.

For now though, we'll take a peek at some of the tactics that are very often employed to do just that.

Building a Responsive List from Scratch

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Essentially, there are two parts to responsiveness that you can look at, and this is the first. As you probably guessed, it takes place during the actual building of a list.

From when we were discussing the mistakes commonly made, the very first one we looked at was how trying to quickly build a large list using dubious methods was self destructive. If you want, you could therefore look at this as the opposite of that.

Or, in other words, the *right* way to build a responsive list.

In a nutshell, to set up your list to be one that is potentially responsive, you need to ensure that you're building a list of the right type of people.

So what criteria would you look for in the 'right' type of people?

For one, they must be people who are willing to buy things. There's no point in building a list of freebie-seekers who are only going to do anything if they are paying nothing for it. These type of people may very well stay on your list and boost its numbers, but they won't ever respond to your sales pitches, at least not in the way that you want them to.

Similarly, you want the people on your list to be interested in whatever it is you're marketing. This means that you need to build a list that is targeted to your niche, or subniche. The more specifically targeted you can get your list to be; the greater their responsiveness will be in turn (assuming you send them similarly targeted products to buy).

Last, but certainly not least, you would at least want to consider using double opt-ins. Double opt-ins are basically opt-ins to a list that require two actions, one initial entering of an email address, and then subsequently clicking a link contained within an email that is sent to that address.

In this way, you can ensure that the email address is correct, and that any email you send to that address isn't going directly to the junk folder.

Sounds simple enough, right? Really, it is. Most of the steps to building a responsive list are really pretty much common sense, but they can have a huge effect that, quite literally, translates into profits.

With that, we've covered how to build a responsive list, so it is time to move on to the next part of responsiveness in lists...

Nurturing Responsiveness in a List

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Take a minute and imagine this situation: You've built up a list that is very specifically targeted, is full of buyers, and they've all used the double opt-in you provided. Everything seems great, but now its time to send out an email.

What do you do? How do you tap into that responsiveness?

Well, for starters, you could avoid all the common mistakes that we mentioned a bit ago. No doubt, those will ensure that you don't go horribly wrong and end up ruining it all, but that's really just the beginning.

Considering you're planning on (or should be planning on) marketing to this list of yours for quite some time, you want to actually start to nurture responsiveness in it, and build on all the initial promise that it's showing.

Nurturing responsiveness is slightly more complicated than simply 'not making mistakes' though.

One of the very first things that nurturing responsiveness involves is building trust. We've mentioned this briefly here and there, and it really is very important. When your customers trust you, they're going to be more confident when thinking about buying from you.

Establishing this trust is not the easiest thing in the world, but one of the best ways to do it is to build a relationship between yourself, and the subscribers of your list. Don't keep sending them sales pitches, help them out with great tips, advice, and other useful tidbits.

While you're doing this, you'll not only be building trust, but you'll also be building your reputation as a knowledgeable expert.

As a useful rule of thumb, it was mentioned that you should never send two sales pitches in a row. In fact, the more you space out your sales pitches, the better. Try throwing in one a week, and during the course of that week sending out 2 other emails containing those great tidbits or other freebies.

Easy enough, right?

Apart from that though, there's one thing which you can do that has worked wonders repeatedly: Ask your customers what they want.

Send out a survey, or ask the question in your email. Sure, a lot of people may not respond to this, but a few will, and you'll be opening the lines of communication with them while also finding out what they'd really want to buy.

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Anything and everything that can get your subscribers going and cause them to want to buy your products more is definitely advisable. Even learning a little about simple copywriting, and how to write persuasive emails could help your responsiveness rates.

At the end of the day, if you can even take a few steps towards increasing your list's responsiveness, you'll see just how amazingly it can translate into increased sales, and more profits.

Without a Doubt – It Is In the Responsiveness

After everything we've gone through now, I'm fairly certain that you should be able to easily see how all aspects of email marketing are about the responsiveness that you're able to obtain.

That's where the money is at, and that's where you'll tap into the full power of marketing through lists.

Over the course of this book, you've found out about responsiveness from the ground up, and we've gone through a deep look as to why it is so important. In the latter parts, you even found out the common mistakes that you should avoid, as well as some techniques to both build a responsive list, and nurture responsiveness in a list.

Knowing all of that, you should now be able to make the most of your marketing efforts and definitely maximize your income from lists.

Naturally, there is more that you could find out, including more advanced techniques of list building and marketing, but for now, at least you know enough so that you'll be able to build the kind of list that will help you make money for possibly years to come.

Go ahead and get started!

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