NEAR MAGIC BULLET

List Building System

STEP BY STEP PROCESS TO BUILD A LIST THAT **GENERATES $250K/YEAR** WITH ONLY $25/WEEK

TABLE OF CONTENT

NEAR MAGIC BULLET

WHAT THIS LITTLE REPORT CAN DO FOR YOU

Let's focus on the outcome, what you can achieve if you really follow the steps outlined in this report consistently.

By focusing on the outcome first, you will gain the **clarity** that you need to be able to execute your list building plan in a **consistent** way.

A lot of marketers fail at list building, even though they know the money is in the list, because of a lack of both **clarity** and **consistency**.

If you don't have clarity, you're just flying in the dark, with no clear goal or destination in sight. How can you take consistent action if you have no clear goal?

So here's the outcome - build a list of 40,000 subscribers **guaranteed** by investing only $25 per week over a year, or $3.50 per day.

Take a step back and think about what this means. It is widely accepted that one subscriber is worth $1 per month on average. This means in a year's time, you will be able to generate a passive income of $40k a month on demand, or close to $500k a year!

And this is just one system. Suppose you set it up in another niche, and all of a sudden, you are an instant millionaire.
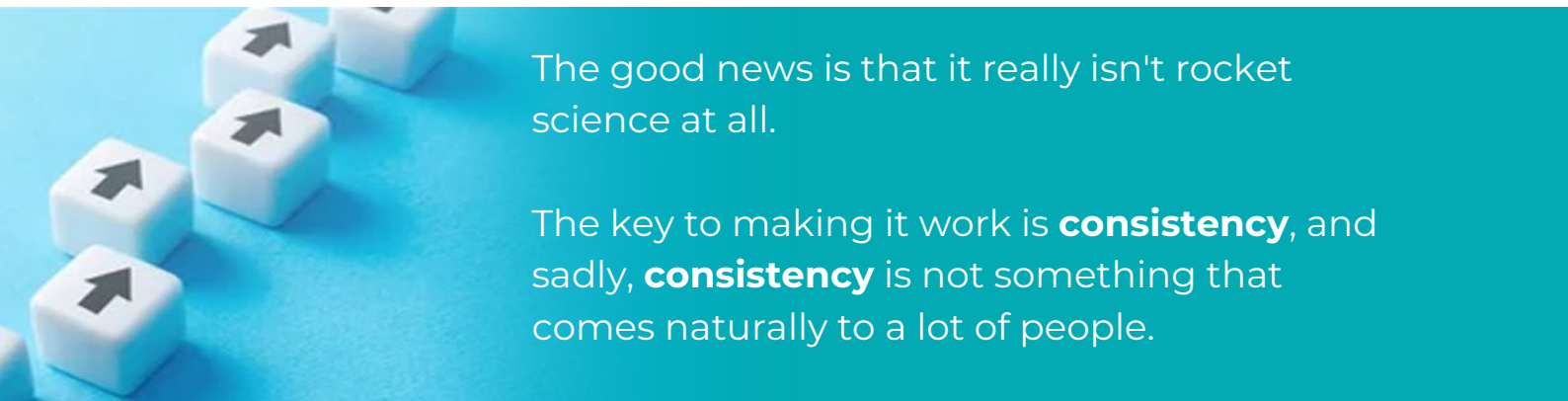
The sky's the limit.

I hope you are excited just thinking about this. I sure was excited when I came across this system.

This is as close to a money tree as you are ever going to get.

See, your mum was wrong after all. Money does grow on trees. You just need to grow the tree first.

The good news is that it really isn't rocket science at all.

The key to making it work is **consistency**, and sadly, **consistency** is not something that comes naturally to a lot of people.

This is especially true in this age of distraction and instant gratification.

There will always be shiny objects that promise you overnight riches. But if something sounds too good to be true, it probably is.

The method in this report is not instant, but it is as close to 'magic bullet' as you will ever get. A true magic bullet system is one that delivers results, not one that gives you the promise of push button instant gratification.

Really, is 12 months really that long for you to build up a 40k list? We are talking about building up a sustainable long-term business here, one where money that comes in like clockwork, every day of every month of the year.

Can you beat the feeling of sending an email and experiencing an almost instant rush of sales?

And along the way, you will already be able to cash it in. In 6 months, you will have 10k subscribers. If you decide to stop then, you will still have a $10k a month income. You can leave your day job in 6 months from now!

NEAR MAGIC
BULLET

BY MARCUS LIM

If you want to speed up the process, you are welcome to do so. Invest $50 a week, and you will get to 40k subscribers quicker. It's really all up to you.

So what I can promise you is that if you take what is in this report and follow the action steps and be consistent every week, you will eventually get to your goal of $500k/year income.

What it does require is focus and the ability to block out distractions, especially the shiny objects that keep wanting your attention.

If you've spent lots of money in the past on product after product, each promising to be 'the one', then now is the time to stop, and invest the money into the minimum of $25 a week that this system needs to work. Stop buying bright shiny objects and invest this money into the traffic source that I will be outlining in this report.

In the following pages, I will talk strategy first so that you get the overall idea in your mind, then consider individual tactics to implement the overall strategy.

This way, you will be able to grasp the big plan of where you are heading without getting lost in the details. It is not a long report, there is absolutely no fluff, as I want you to take what's in it and get to work immediately.

Hopefully you can see the immense value that you are getting from this report.

A list is absolutely the most important asset you can have in your online business, and now that you've understood the outcome and the 'why', let's get started with the 'how' of building that 40k list!

DECIDING ON NICHE

Let's get this question out of the way first. See, people agonize over which niche to choose, to the point where they over-think and stop taking action. Don't let that happen to you. I am going to say to you now, unless you are very very passionate about a niche and have your heart set on it already, go with the internet marketing (make money online) niche. This report is one example.

There's two main reasons for this.

1 The first reason is that the IM niche is massive and growing. Reportedly, there is an estimated 20k newbies coming on board the Warrior Forum monthly. So there's lots of money to be made in this niche, and you won't run out of products to create and products to promote as an affiliate.

2 The second reason is that initially we are going to be using a traffic source called solo ads that are very common in the IM niche but less so in other niches. This is not to say that the system in this report will not work for other big niches like health and relationships, however, those niches do not have people who are as marketing savvy, and so you won't find as many opportunities to buy solo ads from vendors.

If you really are passionate about a particular niche that is smaller, you can always indulge in it once you have set up a solid foundation in the IM niche. Think about it this way, the system you learn here will be applicable in any niche once you get the hang of it in the IM niche. If you can succeed in IM where the cutting edge marketing is taking place, you will have no trouble adapting this to another niche later on.

This is the beauty of a system. Once it works once, it is guaranteed to work again

THE 40K LIST BUILDING FORMULA

So we all know 'the money IS in the list'. This is one of the most famous sayings in internet marketing. And it is true, however how do you actually take the necessary steps to build a list to a size that can generate an income large enough for you to leave your job?

First, let's strike down some myths. You don't need to be an expert in SEO, article marketing, video marketing, or forum marketing in order to make this work. These things certainly do help, but they are not the fastest way to build a list.

Second, you do not need to find a low competition niche. On the contrary, you should look for the biggest niche you can find to get the most traffic and the most money. Why should you settle for anything less?

Here is the truth when it comes to traffic. There's only two types of traffic - free and paid. Traffic methods like article marketing, video marketing and forum marketing are all free methods.

Paid methods include Google PPC, banner ads, solo ads.

The good thing about free traffic is that it is well, free.

However, free also means you have to spend a lot of time on it and you have to wait a while before the traffic comes in.

It is a moving target.

Paid traffic on the other hand is instant. Once you pay for it, it comes to you instantly.

This means you can have traffic on demand, and there is no uncertainty on whether or not you'll have traffic or not.

Certainty is good, and this certainty is what makes the system I am about to show you possible.

Having a source of traffic that you can control also means you do not need to worry about competition and why you can go for the most competitive niche and still win.

This is because when you buy traffic, you are sending it directly to your site, bypassing all other sites in your niche. These other sites may have high Google rankings, but that's irrelevant.

So the first component of the 40k list building system is paid traffic. In particular, we will be using a form of paid traffic called solo ads.

In a nutshell, solo ads are simply ordinary emails sent by someone else promoting a page of yours that contains your offer. Most commonly this offer is a free offer at a squeeze page, though it could be a paid one too, depending on whether the mailer allows it.

Solo ads are sort of like old-fashioned postcard mailing but they work. With solo ads, you can literally start getting traffic and subscribers to your site in just less than 48 hours from now.

So what should you have on your site?
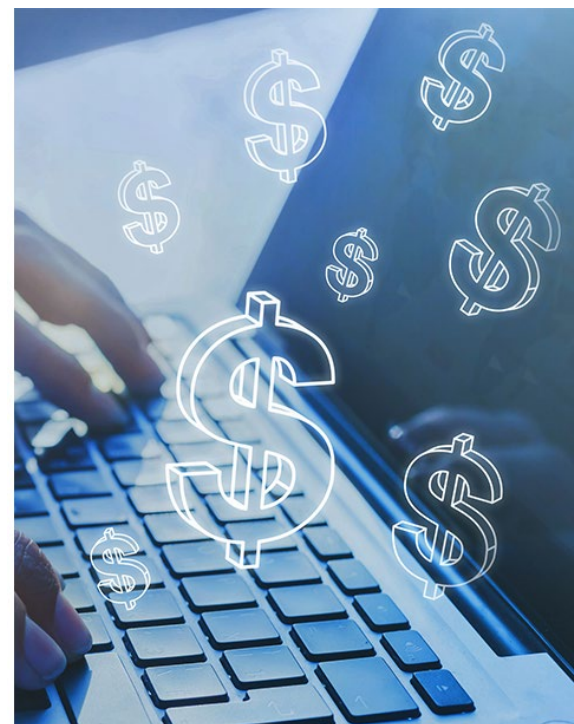
Here's the tried and true conversion funnel. Drive the traffic to a squeeze page that offers a free gift or 'lead magnet'. Once they sign up, they're redirected to your front end offer.

From here on, we will refer to this by the term 'self-liquidating offer' (SLO). We call it self-liquidating because its purpose is to recoup the money you spent for the solo ads. So ideally it will let you break even or better.

This SLO can either be your own product or an affiliate product. Whichever it is, it is extremely low cost, preferably less than $10. A good price point is $7.

This is really all you need to start. If you are just starting out, you do not want to deal with too many moving pieces but just focus on the simplest model for success with the fewest choices on your part.

Too many choices and you end up with analysis paralysis, resulting in procrastination.

You can always add upsells and downsells later once the basic model works, and also load up your autoresponder to further sell them on your back-end products of your own or as an affiliate. But to start, just know the basic components and overall flow. This is illustrated in the following diagram.

NEAR MAGIC BULLET
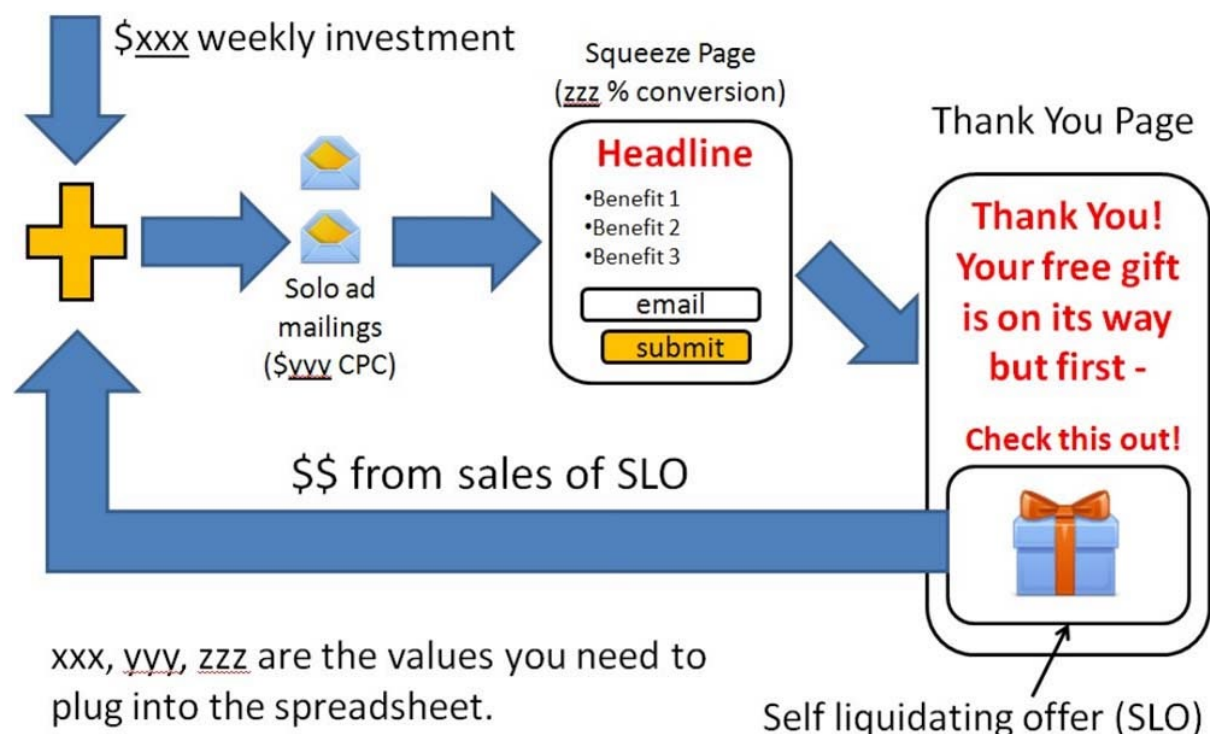
THE COMPOUNDING MULTIPLIER EFFECT

So far if you've had any experience in internet marketing at all, all of this might sound like old news to you. But here is where it starts getting really cool. However, it relies both the squeeze page and the SLO converting well (and I will show you a kick-ass way to do so later).

Let's suppose that they do. Then imagine that you earn some profits from sales of the self-liquidating offer. This means you now have additional funds to re-invest in traffic, in addition to the fixed amount that you have set aside for the traffic on a weekly basis.

This means the second time round you will be able to generate more subscribers than the first time because you can send more traffic. Because the squeeze page and SLO have already been proven to convert, you will generate more profits this time round.

Repeat the process and keep doing this every single week, and sooner or later, the 'compounding multiplier' effect takes over and you end up with a gigantic targeted list.

NEAR MAGIC BULLET

BY MARCUS LIM

Let's crunch some numbers to make this real for you. I have claimed that this system can generate 40k subscribers in a year by investing $25 a week. Let's see how this works out for the first 3 weeks.

So let's start with an initial investment of $25. The going rate these days for solo ads is $0.35 per click on average. So for $25 we get $25/$0.35 = 71 clicks. Let's say that our squeeze page has a conversion rate of 38%. Then this brings us 71*0.38 = 27 opt-ins. Let's assume that we break even, so that we get $25 profit from sales of the SLO.

The next week, we re-invest the $25 back into the system (see previous diagram). So now we have $25 + $25 = $50 to spend on traffic. With this amount of money we get 143 clicks for a total of 54 opt-ins. So assume we break even again, on the next round we will have an additional $50 to spend on traffic.

See what's happening?

27 subscribers on the first week.

54 subscribers on the second, total=27+54=81

81 subscribers on the third, total = 27+54+81=162

And so it goes...

If you continue doing this week by week, pretty soon, the **compounding multiplier effect** starts to take over for truly explosive growth. After 3 months you will have close to 2500 subscribers, 10k by 6 months, and the magic number of 40k in roughly 1 year.

You can choose to invest more per week if you wish to get to the goal faster. To save you the mental pain of doing it by hand, I have provided you with a spreadsheet which you can immediately use to plug in your weekly investment, cost per click and conversion rate to work out how fast you can get to your desired number of subscribers.

You can open it in MS Excel, or if you don't have Excel, download OpenOffice for free from openoffice.org. Once you open the spreadsheet, you have to enter three numbers to calculate the length of time to reach your target number of subscribers / income per year:

1 Weekly investment. This is the amount you are willing to spend to pay for the traffic that you are going to send to your site that houses your conversion system. The default is set to $25 a week.

2 The CPC. This is how much it costs to send one visitor to your site. So you can work out the total number of visitors you can send by dividing CPC into your weekly investment. So if your weekly investment is $25 and your CPC is $0.35, then expect 25/0.35 = 71 visitors.

3 Conversion rate. This is how high your squeeze page converts. A reasonable number is around 35-40%. 40% means that for every 100 visitors, 40 will opt-in to your list.

Then the spreadsheet will automatically recalculate based on the 3 numbers you specify and you will be able to immediately see at a glance how long you can expect to get to your target number of subscribers and income. Having a long-sighted view like this gives you clarity. At every step of the way, you know you are on track to get to your goal and nothing is left to chance.

View the video that I have prepared for you for a detailed walkthrough on how to use the spreadsheet.

Hopefully you can see the power of having the entire list building schedule built out for you in advancelike this. It works because the math works out. The math works out because every piece of the system is foolproof, and this means that if you follow it consistently, there is no reason why every single one of you can't make this work.

There is a catch though – every piece must work on its own if the whole is to work.

So the squeeze page must convert at 38% or better, the self-liquidating offer must at least break even, and you must have enough traffic constantly coming in every week when you need it.

If this sounds like many things to worry about, do not worry because it's really only two things, the two variables that make up the internet marketing equation:

Traffic + Conversion = Money

Let's consider the conversion system first.

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CONVERSION SYSTEM

This consists of three things.
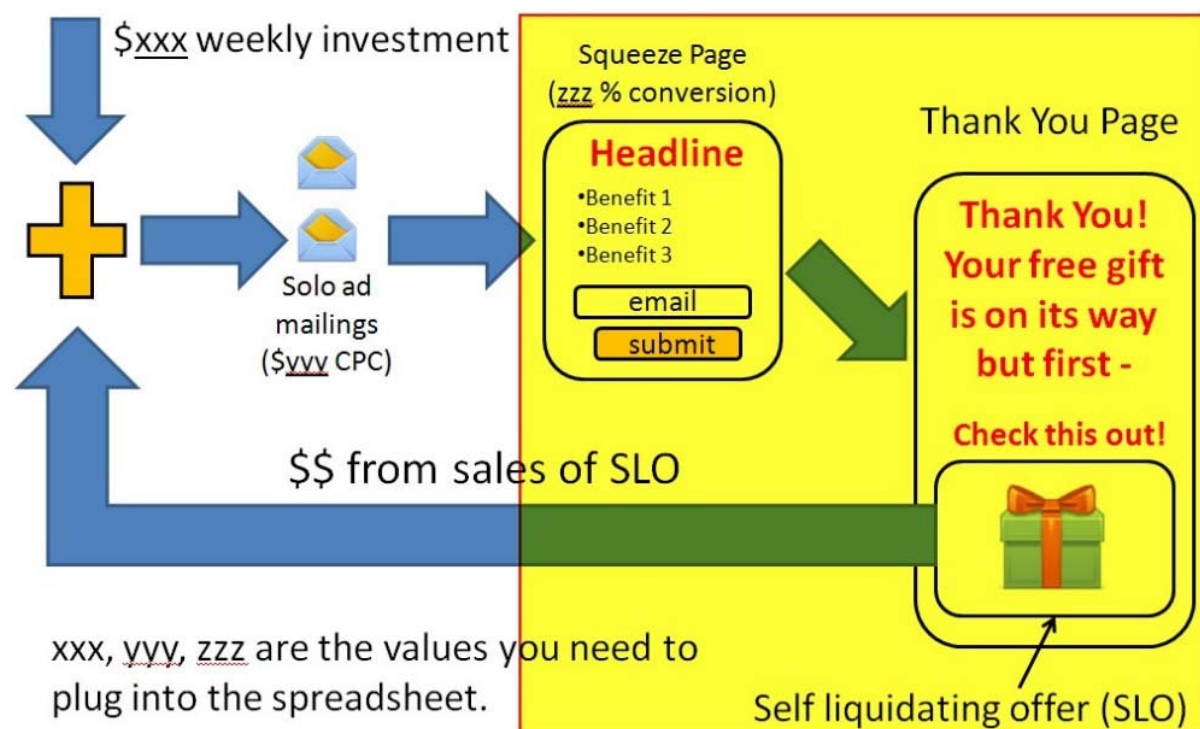
Squeeze page + Free Offer + SLO

These three components should be treated together, because they all work in concert.

Remember the purpose is twofold – to get the visitor to opt-in and also to recoup your investment in driving traffic to the squeeze page.

Remember the flow. Visitor comes to the squeeze page. If he opts in to get the free offer, he is presented with the self-liquidating offer (SLO) immediately.

To put this in context, the conversion system is highlighted in the following diagram.

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BY MARCUS LIM

1 FREE OFFERS

To entice the visitor to opt-in, the squeeze page should promise an irresistible free offer or 'lead magnet'. This can be a free report or a free video, as long as it is something that solves a problem for the prospect. It sounds obvious, but bears repeating. This free offer must be good, so good that it's worth paying good money for. This is your chance to make a good first impression with your prospects.

1. Instantly consumable.

2. Immediately applicable.

Do not make the mistake of thinking that it has to be long in order to give value. More is not better. A lot of people (and some gurus) seem to think that giving more information equates to giving more value. This is not true. The only thing that really matters for your reader is getting results that they want, and the faster they can achieve this, the happier they will be. Especially in this day and age, people are timepoor and simply do not have the time to sit through a 5-week course. They want instant gratification, something they can immediately use right away.

This means your free offer should have no fluff. You do not give history lessons or

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BULLET

need to give extensive background about something. Just deliver the solution to them in the fastest and most direct way that you can. Do not cover minutia, or try to anticipate every possible scenario.

So give ONE way to drive traffic. Give ONE way to run a Facebook campaign. Not 67. Not 5. You're not writing a 101 guide on everything they need to know. You're writing one specific way for them to start taking action and get results now.

Unfortunately the sad truth is, most people will never take action on your product, no matter how good it is, and this is just the way it is. However, you still want to impart the feeling of **positive expectancy** in that they can see themselves doing it and getting results, even if it is only in their heads. I realize that this is not the most encouraging thing to say, but it's the truth. So the more 'aha' moments you can give them, the more they will see your product as something super valuable.

2 SQUEEZE PAGE

To write a high converting squeeze page to promote your free offer, you only need three elements – headline, bullet points and call to action.

The best advice I can give you is to inject a curiosity-driven benefit and instant gratification into both the headline and the bullet points.

So go over your free offer, and try and identify four hooks from your free offer that you can turn into 3 bullet points + headline for your squeeze page.

The bullet points should promise a benefit while arousing curiosity. Make the

If you want to get these 'lazy' squeeze page templates for free, go and download them here and you'll have your squeeze page up and running in no time.

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BY MARCUS LIM

③ SLO

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offer is good enough.

Whether you go down the affiliate or 'do it yourself' path, the guidelines to follow for your SLO are similar as the ones for the free offer:

1. It must be short and to the point.

2. Ideally, it will address one problem and provide one solution only in an easy to follow step by step format.

3. It must be low cost.

Again, it is important that you understand what it is that makes information valuable. It is not the information itself. So more is not better. You don't give more value by giving more. Rather, you give just enough so that you can get results fast for your readers.

This is why you want to make your SLO short and package the information into a step-by-step format that can get them results fast. So absolutely no fluff! You also want to make it low cost because it will be much easier to sell because you don't need proof.

Remember, the purpose of your SLO is to at least break even so you can recoup your investment in driving traffic to your squeeze page. Make the sale as painless as possible and remove any barriers.

One last thing. It is important that you let your prospects know why they are seeing the SLO. It can be as simple as saying – 'Thank you for signing up for the report. Please check your email in a few minutes. But while you are waiting, let me take this opportunity to tell you about an exciting $7 offer that perfectly complements the report...'

You want to be transparent and you do not want your prospect to start thinking that the opt-in was just a ploy, because if they start thinking that, they will not listen to your sales message about the SLO.

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BY MARCUS LIM

TRAFFIC

We now come to the other half of the internet marketing equation – traffic. We've set up our conversion system, now it is time to send some traffic to it.
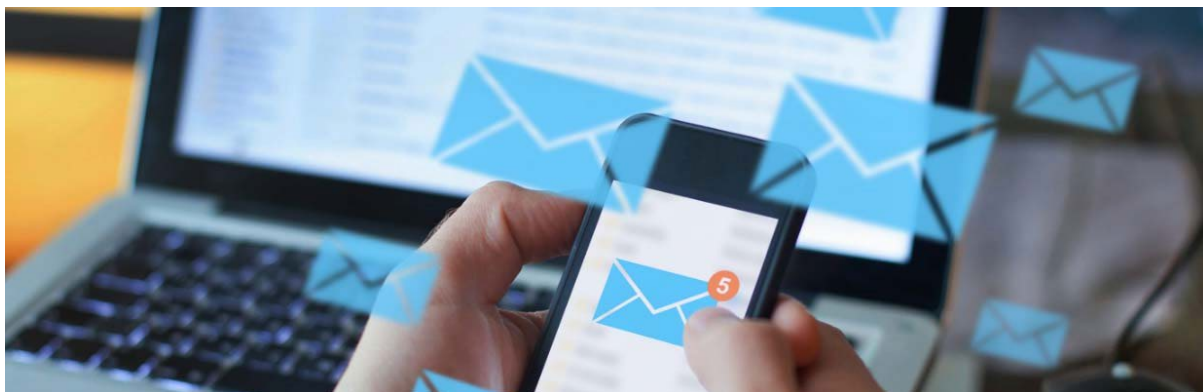
As I already mentioned before, we will be focusing on a form of paid traffic called solo ads.

To put this in context of the overall system, this is highlighted in the diagram.

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BY MARCUS LIM
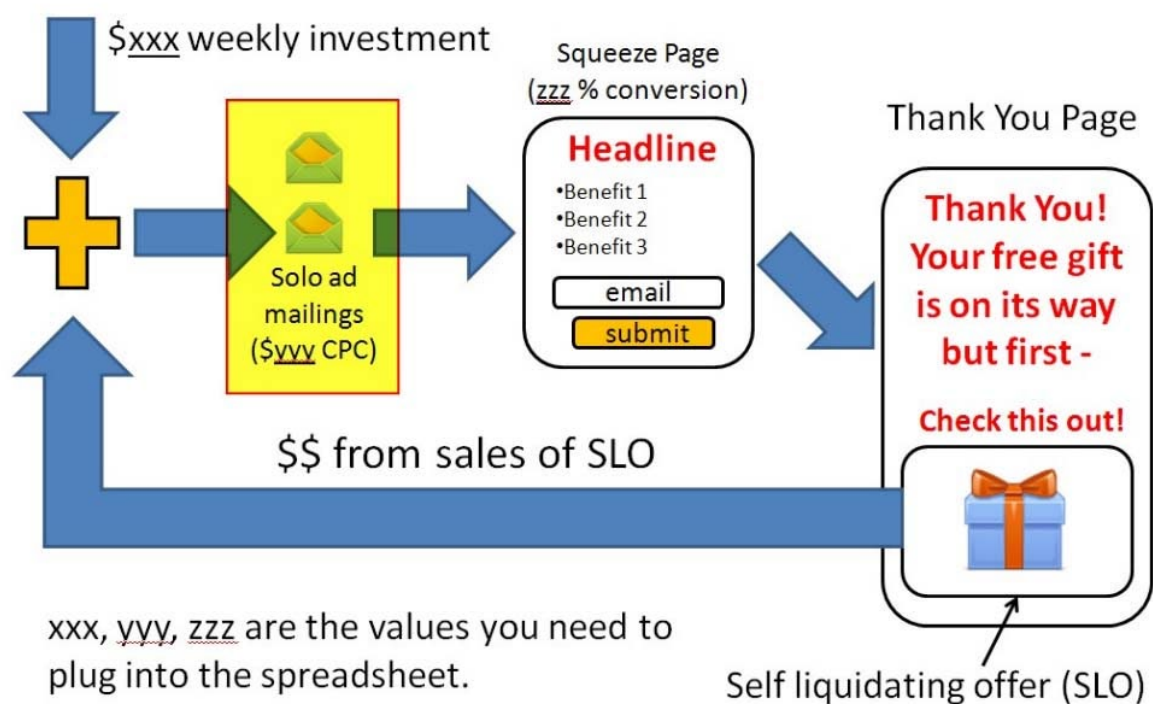
① SOLO ADS

Solo ads are a perfect way to build your list from scratch. You basically pay someone with a list to promote your squeeze page for you. And this is easy because you do not need to spend hours pushing out content, you just need to find the right people who can mail for you.

When you buy solo ads, you are buying clicks to your site. The going rate is around $0.20 to $0.35 per click. So you can expect to pay around $25 for 100 clicks. But remember that your SLO will help offset the cost of the solo ad and may even pay for it entirely, making this a free method of marketing!

There are also some solo ad vendors who sell opt-ins instead of just clicks. Have a look at http://www.soloaddirectory.com for a full list of solo ad vendors and also reviews from people who had previously purchased solo ads from them.

The 'classifieds' section of the warrior forum is also a good place to look for solo ad vendors. Just be sure that you do your research about the solo ad vendor before purchasing. Whoever you pay to do a solo ad for you should be someone that you have checked out.

A word of warning – if it looks too good to be true it probably is. For instance, if someone approaches you with a solo ad to 100,000 people for $50 you need to be careful. Someone with a list that size wouldn't sell a solo spot for less than $500 or even $1000!

Also, even if their list size checks out ask how they got the subscribers. A 'rented

list' is no good to you for example – it must be a list that they own, that they built up themselves.

OK, so here is the process to go about purchasing solo ads.

1. Find a list owner in your niche. Again, the best way to do this in the IM niche is to go to http://www.soloaddirectory.com/
2. Contact the list owner by email.
3. Get price quote on solo ad.
4. Send list owner your swipe copy (if they need one)
5. Contact list owner for verification
6. Look at your results
7. Rinse and repeat

3 key things to keep in mind when buying solo ads:

1. Step 2 – contacting the list owner is crucial. Contact the solo ad vendor directly and ask questions. Ask when he is going to mail and whether you need to provide your own swipe copy.
2. Get a click tracker. I recommend bit.ly. Shorten your squeeze page url. This shortened link is what the solo ad vendor will send on your behalf. After the mailing, you can log into your bit.ly account to verify that you got the number of clicks that you paid for.
3. Start small when you are just starting out. You need to test whether your conversion funnel works first before you send 5000 visitors to it. So buy solo ads for a few hundred clicks to see if your conversion rate is sufficiently high. If not you might need to rework your free offer. Here's just one site http://marketing-your-way.com/solos/ that offers 50 unique clicks for $21 for you to start testing out your funnel.

Want to test out your new sales funnel?
… Or just try out a solo ad?
Try this!

HERE

50 unique clicks
Single Solo $21.00

(All ads and offers subject to approval)

Special Price!

Buy Now

Click Here To Purchase This Solo

VISA   AMEX   Cirrus   PayPal

You will receive all unique clicks within 36 hours of send time.

2 SOLO AD COPY

The solo ad copy and your squeeze page go hand in hand. **Congruency** between the two – what they see in email and what they see on page after clicking the link - contributes the most to how high your conversion rate will be in converting traffic to lead.

Here is the super high converting solo ad copy template you can copy verbatim. Recall that I recommended that you use instant gratification for your squeeze page headline. To be congruent, your solo ad must also promise the exact same thing, both in your subject line and also in the body of the email. So feel free to simply use the following solo ad copy and replace the text in brackets with your

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BULLET

own.

Subject: (How to X in Y … Free!)

If you are sick and tired of (Pain 1), (Pain 2), (Pain 3), then this will be the most important page you will ever see:

(Bit.ly LINK)

Inside your (Free Report/Video/Audio) you will discover…

(Your squeeze page headline that promises X results in Y time)

(Bit.ly LINK)

(Your name)

PS. Pick this up while it is still zero dollars, before I start charging for it. Go here now –

(Bit.ly LINK)

③ A SECRET WEAPON

NEAR MAGIC
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offers. This is what makes safe-swaps 'safe' and allow you to make an informed decision about which members to send your offers to for the best possible results.

In addition to buying solo ads, you can also do ad swaps at safe-swaps.com. An ad swap is the same idea as a solo ad, but the difference is that each party mails the other party's offer to his list. Think of it as a mail exchange. If one has a much larger list than the other, the one with the smaller list may need to mail twice, to send a fair amount of traffic.

Solo ads and ad swaps are basically the same, except that one is paying with an exchange and the other is paying with cash. Doing ad swaps is something you might want to do once you have a reasonable sized list.

Safe-Swaps is free to join as a basic member, but you are limited to only 5% of the total functionality. For instance, you can only have one list, one ad swipe copy, and your support tickets will have lowest priority. My recommendation is this – once you've managed to get a few thousand subscribers by following the plan as I have outlined, you can start signing up for full access. It's $29.95 a month, but you get a discount through this link. It could very well be the best $29.95 a month you'll spend!

④ OTHER PAID SOURCES?

At this point you might be thinking whether you can drive traffic from other sources than solo ads. The answer is by all means, go for it. However, do it only after you've built up a reasonably-sized list using solo ads because the other sources of paid traffic like Google PPC, Facebook PPC, banner advertising, all require more technical proficiency and know-how to get it right, which is why I do not recommend going with these sources of traffic when you are starting out. When you are just starting, it is important to set things up in such a way that the least number of things can potentially go wrong.

That said, there's definitely one big advantage in terms of the quality of the traffic from these sources over solo ads. And the reason is this – people on an existing mailing list that belongs to a solo ad vendor are used to getting emails about free offers and may not be as receptive to your free offer as those who come to your

squeeze page cold.

Think about it, the person who actively searches on Google for a solution which your free offer provides is someone who is more willing to hear what you have to say and buy, than a person who gets sent an email about an offer that they are not actively searching for on their own.

But when you start out, don't over-analyze all this too much, otherwise you'll just procrastinate and not take action. In any case, the law of averages says that one subscriber is still worth $1 on average. So don't worry about this too much. All I am saying is, if you wish to try other paid traffic sources other than solo ads, go for it once you have a good handle on how high your squeeze page is converting.

JUST DO IT!

To recap, let's give you a step by step action plan 'big picture' style.

1. Work out exactly how much you are willing to invest weekly. Then use the millionaire calculator spreadsheet to determine how long it will take you to reach your target number of subscribers, given your weekly spend, CPC and conversion rate.
2. Set up your conversion system – squeeze page + free offer + Self Liquidating Offer.
3. Test that both the squeeze page and SLO convert well by buying a little bit of solo ad traffic to start testing - get 200 clicks and see if you can get at least 80. Remember, you must get your conversion rate to be equal to the same value you specified in your spreadsheet for the calculation to hold.
4. Keep sending traffic on a weekly basis by buying solo ads, re-investing profits from SLO sales into buying traffic. If you wish, you can start joining safe-swaps.com once you've reached a few thousand subscribers. Do this until you reach the target as indicated by the spreadsheet.

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These 4 steps are the major things. Don't get too lost in the details. Remember what Jim Rohn said? A lot of people don't do well simply because they major in minor things.

So focus on getting the major steps 1-3 done as fast as you can so you can start applying step 4 consistently.

This is a system that works as there are no uncertainties. Once you know your conversion system converts at a certain rate, you can send as much traffic as you want and really grow your list to new heights.

If you ever feel like you want to stop and give up, imagine a 40k list = $500k yearly income waiting for you at the end if you follow through.

I leave you with this thought.

Once during a meeting at my day job, my boss was talking to our team and sometime during the discussion, he was asking us to 'dream big but take little steps'.

So by all means, dream big. But you don't get to the dream with any of those so called push button systems that promise overnight success. The only way to get to the dream is to take consistent little steps.

The action plan in this report is a good example of this principle in action. Consistent weekly action will get you the dream of 40k subscribers eventually, but it is not immediate.

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BULLET

RESOURCES

I have only touched upon the topic of product creation very briefly but it is an important skill to have, and I would say perhaps the most important skill you can have. The good news is that you do not need to go out and spend $2000 on a 40-hour training program that you probably won't get to finish, let alone take action. Just do what I did, grab a copy of Jason Fladlien's Instant Product Creation course and you'll be all set to create your info product that is packed with value in just 48 hours. No fluff, just actionable steps you can take right now.

Having a huge list is not the end of the story. The question is how you can go about email marketing the right way so that you build up both goodwill and trust, while selling them at the same time. Here is a free report by Jason Fladlien that will point you in the right direction by giving you 3 things you must know to become an 'email marketing genius'.

This report has covered only one source of traffic – solo ads. As your list increases in size over time, you might want to consider other traffic sources to grow your list even more. Here are 7 super simple list building tactics you can apply.

If you want to learn how to build a list you can use Russell Brunson's DotComSecretsX course. It's only $1 for the first 30 days. If you follow this system you can have 200 subscribers by 28 days. Here you can watch the DotComSecrets video

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BY MARCUS LIM