

## The Other Side Of List Building



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"Discover The 'Secret' List That Can Make You 10X MORE Money with LESS Effort Than Any Of My Other Lists COMBINED!" It's the list you won't hear about in ANY internet marketing course, ebook, or forum. Only a select-few 6 to 7-figure earners know about it and keep it "hush-hush". Read on to discover how I accidentally stumbled across this "secret" tactic 2 years ago--which motivated me to delete my 120,000-person list and start over from scratch! If you've ever wondered how to make more online income, then read every single word of this message and I'll show you how to make some serious \$\$\$ with the "secret list" nobody else knows! You'll find out about the "secret" list I've been building the last 2 years that has only 5000 people--but is making 10x more money than all my other lists COMBINED (and that's not an exaggeration either!). You'll discover how to build a list the RIGHT way. Not the "wrong" way which is what I foolishly did when I got started in internet marketing 5 years ago (more on that later). Believe me, once you "take action" on what you'll discover on this audio, you'll literally be able to make

money at will by just sending out a single email! You see, after speaking at countless seminars, mastermind groups, and holding many 1 on 1 workshops, I'm convinced that: 95 Of Internet Marketers Royally SCREW UP When It Comes To Making Money From A List! How do I know? Because I used to be one of them! Here's what happened: About 3 years ago, I thought I knew what I was doing when it came to making money online. I listened to all the listbuilding "gurus" and implemented all the "secret" listbuilding tactics I discovered on various internet marketing forums. In fact, after about 6 months of hard work and dedication, I was able to build a list of over 120,000 people - something most marketers would only DREAM about! But there was one problem: none of those 120,000 people bought a DARN thing when I sent out an email! Sure my list size was huge, but what's the point if they aren't going to give you any money? Believe me, it was frustrating! So after hiring several employees to work for me (and needing to make money fast to pay their salaries), I did something totally shocking: I Logged Into My Autoreponder, Clicked A Button, And Deleted My ENTIRE List of Over 120,000 Subscribers! That was one of the most scariest moments of my life. One second I had 120,000 names and emails in my autoresponder account, and the next second, I had NONE! Some of my buddies thought I was a little off my rocker and I was starting to think they were right. But I wanted to do it right this time. So from then on, I devoted my time, money, and energy to building the most RESPONSIVE list in the world. A list that would keep paying me and my family over and over again even when I'm no longer here! And I did just that. After building a list of 4000 a couple months later, I started making MORE money than my "dead" list of 120,000. That's right... My list Was 96 Smaller...But I Was Making MORE Money With LESS Effort! Let's just say I was HOOKED. I then searched for other ways I can extract money from my lists without worrying about "list size" - something marketers brag about on forums, ebooks, and courses. Then I discovered a "secret" technique in December 2006 that I've been exploiting ever since. It allowed me to build a "secret" list that makes me 10x more than all my other lists combined! Thanks to this listbuilding secret, I was able to: \* Move into a newer, much nicer, office building \* Expand my company from a mere 16 employees in 2007 to 43 in 2008 \* Boost my income from 3.1 million in 2007 to 5.8 million in 2008 (even in a bad economy!) \* Send my employees on a cruise to the Mexican Riviera in April 2007! Now let me call a "time out" and mention that I'm not talking about a "buyer" list the list of people who bought a product from me. Believe me, I make a decent income from this list, but it's only a FRACTION of my total income believe it or not! So nope, that's not it. I'll tell you all about this "secret" list that'll allow you to make more money

with less work when you claim your copy of: Discover The "Secret" List That Makes Me 10x More Than Normal Email Lists! "The Other Side Of Listbuilding" is a 69-minute audio where I reveal my unorthodox listbuilding tactics I've been using to boost my income beyond my wildest dreams. These tactics, when acted upon, will give you the upper edge in your market so you can swat competitors aside with ease. You see, I treated this audio like an actual "coaching consultation" - as if you're sitting in my office undergoing a 1 on 1 consultation from me. And my clients know I always save the best stuff for them - which is a testament to the actionable able steps you'll discover on this audio. Believe me, I would have done anything to get a hold of this audio when I was starting out. I don't want to think about all the effort I wasted to build a list of over 120,000 - only to have to delete the whole DARN thing because I wasn't making any money! Here Are Some Of The Covert Listbuilding Strategies You'll Discover On This "Must-Have" Audio: \* Why I deleted my list of 120,000 people and started over (I basically violated this ONE rule of listbuilding - and since rediscovering it, made 10x MORE money with just 5000 from this "secret" list!) \* Think all you need are a bunch of names and email addresses to make money online? I tell you how he almost got thrown in jail for assuming this (and what you can do to prevent this from happening!) \* The stone-cold truth about what autoresponder to use to build your list (if you want to use a FREE autoresponder, then you're flushing money down the toilet!) \* What you need if you're going to catapult your list size (if you don't have this critical element, it will take you 10-times longer to build this "secret" list that will keep paying you over and over!) \* How I gave away a report for \$1 and added over 20,000 people to my list in a week (Best part: your affiliates will love it and so will your bank account as you keep getting paid every single month!) \* A case study on how to use viral marketing to add over 10,000 people to my list (this was instrumental in me making over \$3.2 million dollars in 2007 - and it was all because of this one "secret" tweak!) \* How I turned a three-year old presentation into one of my most potent lead generation tools (this was the basis for building my "secret" moneymaking list that will keep paying my kids when they grow up!) \* The most effective way to use direct mail and postcards to boost your list count (most of your competitors won't know what hit 'em!) \* ...and a WHOLE LOT MORE!

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