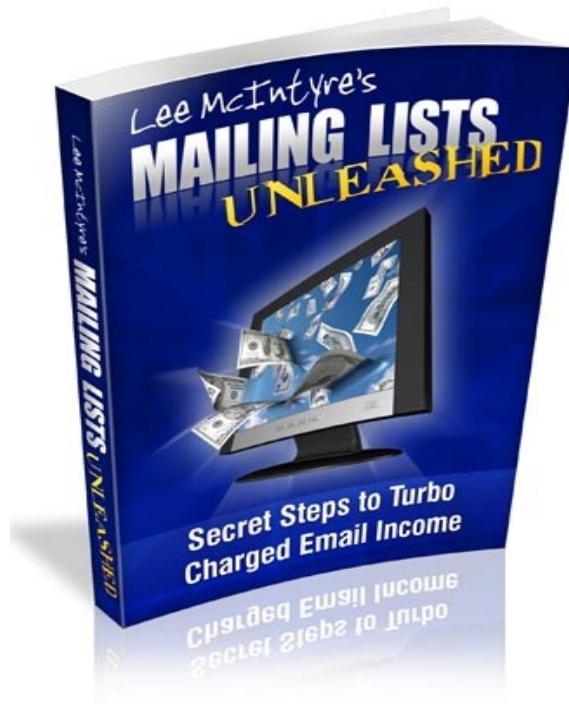


# Mailing Lists Unleashed



Secret Steps To Turbo Charged Email  
Income

**(Leaked Chapter)**

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## **Step 1: Adjusting Your Goals And Changing Your Mindset**

I'm going to be really blunt now and say that one of the biggest reasons why many beginner marketers fail is because they're encouraged to do things upside down and back to front.

People are given horrible advice for a wide variety of reasons, and unless they're alert to the potential dangers of misinformation, then they're going to fall through a disappointment shaped trapdoor of doom.

Yes, this is controversial, but you've paid good money for this book so it's my job to tell it like it is. This industry continually pumps out bad advice by the truck load, and so it's never a shock to see eager and wide eyed beginner marketers turn into shrivelled and washed up cynics within the space of thirty days.

Much of what you might take for fact in this industry is actually nothing more than badly formed opinion, and much of what you're told should be the building blocks of your newly formed business, are nothing more than blocks of sand ready to crumble at any moment.

When you first start off trying to make it in this industry you'll have people shouting at you from different angles telling you that you should first cut your teeth as an affiliate marketer before moving onto product creation.

People will roar in your ear that starting as an affiliate marketer is the way to go, and in a way they're right.

Starting out as an affiliate marketer gives you real opportunity to learn many valuable marketing skills and techniques, without the expense and the risk of product creation.

The advice to start off by promoting other people's products is sound, but the way you're told to execute this is just plain daft!

When I was 21 I played in a major local football (soccer) cup final, and our winger was suffering acute pains in his left knee. The advice from our manager? Play on, and push through the pain.

**Mailing Lists Unleashed**  
**Secret Steps To Turbo Charged Email Income**

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Simon, our winger, did play on before rupturing his tendons and has not kicked a football since.

Now, he received some bad advice that crippled his future career, but the advice that we're given about how to earn money as an affiliate is even WORSE!

If you read a few books on affiliate marketing they'll tell you to create a Lens, or a blog, grab your affiliate link and then slave your guts out to drive traffic daily.

This advice is the football (soccer) equivalent of telling someone to pelt the ball as far as they can when they have a leg broken in three places. Yes, some might actually succeed, but most will end up in a wheelchair, crippled and alone, with their dreams in tatters.

The advice to try and make serious money by being a blog and Lens slave is wrong on so many levels, and the only person who benefits from this madness is the merchant, and I'm going to explain why.

When I was a beginner I read all the affiliate marketing guides, and I picked up tips from the affiliate training pages, and then rushed off to implement the tricks and tips that I had read about.

I created niche blogs, and Squidoo Lens', and I even dabbled on MySpace, before I finally realized that what I was doing was a complete waste of time, energy, and effort.

Sure, I might be able to make a few hundred dollars, but was I building a business? Not a chance, and when I boiled down the time input and compared it to the profit output, it turned out that I'd have been better paid flipping burgers in my local fast food joint.

The biggest mistake that I made was one that I see marketers everywhere making daily, and that was to spend my time and resources trying to secure the sale instead of trying to build a list.

I was solely focussed on the sales stats of my Clickbank account, and this was a mistake as big as trying to smash down a three story house with nothing but a shovel.

I would slave away trying to make the sale, and for what? If I were lucky then 1% of the traffic that clicked away from my blog might end up buying a related product, but in reality when I first

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**Secret Steps To Turbo Charged Email Income**

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started out the conversion rate from clicks from my blogs was less than 1%.

When I was working in the teaching niche the average digital ebook price was \$27, which usually paid 50% commission, giving me \$13.50 per sale, less fees.

This means that for every 100 people who click on my affiliate link and head to the merchant's website, I'm going to earn £13.50 if I'm lucky. And trust me when I say that I didn't get lucky very often!

And of course, not every visitor to my site or blog would click the affiliate link, meaning I would have to generate a massive pile of traffic in order to make just one sale.

For arguments sake, let's assume that 10% of those who visit my site will click my affiliate link and head to the merchant's site. This means that I need 1,000 visitors in order to send the 100 visitors across to the product that I'm promoting, to make just one sale giving me \$13.50.

I know these figures are a little dry, and I'm aware that I might of lost you, so I'm going to repeat that last point. I'd blog, dig, bookmark and more, and after hour after hour of doing the kind of repetitive tasks that makes you long to be teaching a group of rowdy teenagers I'd finally achieve 1,000 visitors, and if I were lucky I'd make a lousy \$13.50!

When you consider how much effort is involved in getting 1,000 visitors in this way, you can see why I think that this model of affiliate marketing is just plain bonkers, and anyone advising you to do this as a serious way to build a long term business either needs locking up in prison for lies bordering on the criminal, or locking up in a secure hospital for a state of mind on the edge on insanity.

And wherever you put them I also think that we need to throw away the key!

Of course, this all depends on the variables involved, but I think you'll agree that the rewards don't seem particularly favourable when stacked against the work involved.

The reason the model above doesn't work is there is practically no leverage involved. What I mean by that is, generally speaking, you have to work just as hard in a week's time to earn \$13.50 as you have to work today to earn \$13.50.

**Mailing Lists Unleashed**  
**Secret Steps To Turbo Charged Email Income**

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If you're serious about making money online then you need to be able to leverage the work that you do today, and turn that into profits today, and in a month's time as well.

The traditional method of affiliate marketing that you'll get taught by a thousand and one different affiliate training pages, all teaches you to work your backside off to send leads to the sales page.

So if the system doesn't work, why do the merchants themselves try and encourage you to do this? Surely it's in their interests to for you to succeed in selling their products, and so surely they'll want to give you rock solid advice?

Let's look at it this way. If you work yourself to the bone sending traffic in this way, eventually you're going to make a sale. And if you keep working at it then eventually you'll make multiple sales too, although eventually you'll realise that the rewards really aren't worth the extensive effort, and you'll abandon ship.

However, if the product in question is popular on Clickbank, then there will be an almost never ending stream of beginner marketers all striving to drive traffic and make affiliate commissions in this way.

So even though YOU end up losing out as you discover that the rewards just aren't worth the effort, the vendor wins as he always has a pool of people all flogging their guts out to send a bit of traffic.

There's a conflict of interest here, and it's inevitable that the product vendors will give you affiliate marketing advice that benefits their profits, even if that hurts you in the long run.

It's not in the interests of these merchants to nurture your long term prospects, and instead their interests are best served by encouraging you to work like a horse, and to send traffic like a hose pipe.

Now, I'm not saying that affiliate marketing isn't a great way of starting off in this industry, but if you're looking to minimise your input and maximize your output, then this means that you need to build a list of qualified prospects instead of just hoping to score the occasional sale.

In other words you need to stop trying to sell, and start trying to build!

It took me a long time to finally grasp this point, but when I did the impact on my business was astounding.

If you want to make the biggest amount of money online then you need to leverage today's efforts, and turn them into tomorrow's profits, and the most effective way to do this is to build a responsive email list.

Everything you do online needs to be geared towards list building, and not selling, and it's only when you adjust your mindset in this regard that you will truly discover the massive earning potential of the internet.

Whatever niche you're involved in, the ultimate aim of your online activities should be to secure subscribers and then build a relationship with them. If you spend your time trying to acquire more leads instead of trying to sell to website visitors, then you'll ultimately make more money in the long term as a consequence.

This seems counter intuitive, and the natural urge when you enter this market is to 'sell', but time and resources will yield more future profits when focussed on list building activities.

Below you can see a summary of how the people who should be locked up think you should market as an affiliate (model 1) and how you SHOULD market as an affiliate (model 2)

### **(1) Affiliate Marketing Crazyiness**

Traffic from your pages >>> Merchant's site

### **(2) Affiliate Marketing Sanity**

Traffic from you pages >>> Squeeze page >>> Merchant's site

Model 2 is without a doubt the most profitable of the two options, and the benefits are so firmly stacked in its favour that there really isn't a choice to be made.

If you write an article, then link it to a subscriber capture page where you encourage people to join your newsletter. If you link to an affiliate product on your Squidoo Lens, replace this with a link to a squeeze page where you will collect the visitor's contact information.

In other words, stop trying to score a sale here, and a sale there, and instead concentrate on doing whatever you can to build a list of hungry subscribers.

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**Secret Steps To Turbo Charged Email Income**

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Doing this allows you to subsequently follow up with your visitors and then encourage them to purchase the product that you were linking to in the first place.

You're initially going to make less sales as a result, as on average less than half will choose to join your mailing list, meaning less people will be exposed to the product you're promoting.

But those who do opt to join your mailing list are going to get multiple exposures to the product you're promoting as you're going to be able to send them emails reminding them to check it out.

And those who opt to receive your newsletter are also going to get presented with offers for other products too as you send future follow up emails.

Trust me when I say that what you lose by sending your visitors to a squeeze page, rather than a sales page, you gain back many times over by with the ability to promote multiple different products to those who do join your list.

So yes, less people will be initially sent to a sales page, and this might lower your income in the short term. But if you play your cards right then you will be able to send subsequent emails, and make sales of other products in the future.

You've already collected the customer's details, and you have their permission to send them offers, and if you get the balance between content and promotions right, then the efforts you do today will be paying you back months from now.

Do you start to see why the merchants prefer for you to link directly to their page? Doing so will sell more of their product, although it will reduce your ability to sell more of other people's products in the future.

It's a no brainer that a product merchant would prefer you to link directly to their site, in the same way that it's a no brainer that you should link instead to a squeeze page and collect subscribers so that you can promote further products in the future.

The money really is in the list, and the first step towards online wealth is acknowledging that the majority of what you do online should be focussed on the act of building a list of interested subscribers, and then developing a relationship with them.

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**Secret Steps To Turbo Charged Email Income**

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And with that in mind, hopefully your mind is now refocussed, and when you look onto the horizon you see nothing but the never ending possibilities that your list building endeavours will bring.

Okay, I live in the North of England, and so when I look out to the horizon I see nothing but grey cloud and drizzle, but I think that you probably see my point.

We're going to build a list, and the sweat of today will help us earn money in years to come. It's going to be a newsletter with a difference though, and it's going to be one to be proud of.

Whatever niche you want to become involved in, it's crucial that you build a list if you're serious about building a business. Well, the good news is that once you accept the need to 'build' rather than to 'sell', I'm going to provide you with all of the tools needed to create a profitable newsletter in any niche that you choose.

Step one might not require you to take any action, other than changing your marketing approach, but the corresponding reaction to this will be huge if you follow through the rest of the steps.

The smallest changes online really can have the biggest impact, and if you stop selling and start building then those bumper email pay days really are just around the corner...

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