

# “List-Building 101: Income Autopilot”

Internet Income Mastery

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# Here's What We're Going To Cover....

- What “list-building” is.
- Why the money is NOT in the list.  
(according to popular belief)
- Our #1 and ONLY recommended resource for building your own list.
- The difference between “follow-up” messages and “broadcasts”- and the most effective combination of the two.
- How often you should email your list.
- The top 2 ways to monetize your list.  
(and a 3<sup>rd</sup> way that is NOT recommended)
- The secret weapon for turning prospects into profits.



## What is List-Building?

- List-building is the art and science of collecting the name and email addresses of your prospects in exchange for a friendly bribe, or some valuable information.
- It begins with a capture page, and ideally ends with a new customer, client, or sale--- aka PROFIT.



# A simple capture page...

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ATTENTION: If you're looking for *a legitimate way to make money online*, discover this  
\*secret formula\* that could change your life forever...

**NEW! "Simple, Proven Blueprint To  
Internet Wealth Revealed... No Selling,  
No Cold Calling, Plug In And Profit..."**

FIRST NAME:

BEST EMAIL:



**Grant Me Access!**

\*Your information is 100% secure and confidential.



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## Why the money is NOT in the list...

- Contrary to what you've heard 1,000 times online- the money is NOT in the list.
- The real money is in your **RELATIONSHIP** with your list.
- **HINT:** try sending a spam email to 1,000,000 people who have no clue who you are → you'll likely be showered with profanities instead of profits.



## The #1 and ONLY resource we recommend...

- In the past few years we've used almost every single major auto-responder that exists on the market, and they all do the same basic job, BUT one is leagues ahead of the rest.
- The only auto-responder service we recommend is Aweber:



[www.InternetIncomeUniversity.com/aweber](http://www.InternetIncomeUniversity.com/aweber)

## How often you should email your list...

- HINT: the more often you email your list, the more money you will make.
- The MINIMUM recommended amount is 3 times per week, or once every 2-3 days if you're using "follow-up" messages which we'll cover in more detail in just a minute.
- The catch: don't send them crap. "if you don't have anything nice to say, don't say anything at all"



## The top 2 ways to monetize your list...

- There are really only 2 worthwhile ways to monetize your list- and it's pretty common sense.

#1: sell a product/service you created.

#2: refer them to a product/service someone else created with your affiliate link.

~~#3: adsense, CPA offers.~~



# How to sell ANYTHING to ANYONE...

- Sellication: the act of selling via learning and education.

OPTION #1: send out an email pitching my prospects on “Synnd” (with my affiliate link) and just say “go get this” I will get very few sales.

OPTION #2: send out an email with a video that educates my prospects on the benefits of using “Synnd” and why we use it in our own business, THEN include my affiliate link--- Shizzammm → Sales.



## The difference between “follow-up” and “broadcast messages” ...

- A “follow-up” message is an email in a pre-determined sequence.
  - It doesn’t matter if someone joins today or 5 years from now, they will receive the exact same follow-up messages, in the same exact order, on the same time schedule.
- A “broadcast” message is a one-time deal. It’s LIVE (think about a live broadcast on TV)



# When to use “follow-up” and when to use “broadcast” messages...

- Follow-up Emails:
  - The core of your funnel, well-scripted sequence of emails- especially important during the first 1-2 weeks someone is on your list.
  - Income autopilot- do the work once, it keeps sending emails like magic.
- Broadcast Emails:
  - Webinar invitations, live events, special time sensitive offers and promotions.
  - Brings a completely different ENERGY and BUZZ to your emails when you tie lessons into current events, etc...



# The secret weapon for turning prospects into profits...

- Webinars:
  - If you haven't noticed, any time we decide to do a large promotion, launch a new coaching program or sell anything significant, our launch is always focused around a webinar or series of webinars.
- Why are webinars so effective?
  - The closest thing to in person selling that exists online- interactive, high energy.
  - Most people have internet ADD (including me), with a typical video or email you can capture someone's attention for 5 minutes (if you're good) → with a webinar you can capture their attention for 60-90 minutes.

[www.GoToWebinar.com](http://www.GoToWebinar.com)



## List-building 3.0 (A quick glimpse)

- FACEBOOK GROUPS- you can send a message directly to all group members at once- which not only goes to their facebook inbox but gets sent to their email.
- No SPAM filtering, no deliverability issues- YET- will only increase in popularity over time.
- No auto-responder software needed, 100% free to setup and promote.



## A quick recap...

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