

Ray Johnson's

Subscriber

List

Secrets

Audio Transcription

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This is an audio production of the Ray Johnson Group. Ray Johnson and his team of experts teach you how to make a living on-line. Welcome to The Money is Not in the List. Subscriber Secrets Exposed.

Well that's a pretty interesting title because you've heard over and over and over again the money is in the list. It almost doesn't matter which on-line expert or which on-line guru you've listened to, their primary focus is the money is in the list. So how can we present an audio production that is titled 'The Money is not in the List'? Are we crazy? How can we be going against all of the advice on-line? The money is in the list, the money is in the list, it's like THE single biggest mantra that you can find on-line. Over and over and over it's drummed into your head, the money is in the list. But I have news for you. That's not really true. The money is NOT in the list.

Most people think based upon the scenario that the money is in the list, on-line marketing is a piece of cake. All anybody has to do is get an auto responder, which is an email program that will mail your messages to hundreds and thousands of people, get an auto responder, set up a little page to capture the emails and the names of prospective customers, and that's called a squeeze page. And then as soon as you get the emails and the names and build a list, just send them offer after offer and let them buy away. How easy can that be?

Well, if you're thinking it can't really be that easy you are absolutely right. It is NOT that easy. And the reason is the statement 'the money is in the list' is not completely true. The real statement should be, 'the money is not in your list, the money is in your relationship with your list'. Now that's a very, very different thing than saying the money is in the list.

Think about it. The money is in your relationship with the list. Building a relationship is the number one function, it's the number one job of an internet marketer. Building a relationship with a group of people so that they trust you, they respect your advice and once you develop that then you can be sure they will be considering very seriously buying your products.

Just to have a big list in itself is not going to work. You can go out and you can buy lists, thousands and thousands and thousands of names on a list. You can buy those anywhere and they aren't that expensive. You could go out, you could literally get, for enough money you could literally get a list of names and emails somewhere over a million. Over a million. And I guarantee you if you would send an offer to a list that you would buy of one million people, those one million people who never heard of you in their entire life, who's first email that they get from you is 'buy this' or 'buy that', I guarantee you that you may get zero sales.

I've seen it happen. People who think that the money is in the list and that's as far as it goes, those are people who ultimately fail making a living on-line. Those are people who go out, buy these huge lists, send their offers and then they sit there wondering, 'Why aren't I selling anything?'

You would be much better off, much better off if you had a small list, maybe 1,000 people. And I've even seen marketers with lists as low as 500 people generate a tremendous amount of money with a list that small. And I've seen marketers with lists thousands and thousands and thousands and thousands of people and the marketer with the 500 list continuously outperforms the marketer with the huge thousands and thousands and thousands and thousands of names on his size list.

And why is that? The reason that is, is because the marketer with the small list has built a very strong relationship with his list. They trust him, they stay with him, they respect his advice, they respect his opinions and they know, because of that relationship, when the internet marketer to whom they do have a relationship with, when that person sends his list an offer or a recommendation to buy an affiliate product, they are extremely receptive to buying because they know their marketer. They trust him and anyone who's in sales; on-line sales, offline sales, anyone who is in sales, who's a sales professional, will tell you that the hardest thing in the world is to get someone to buy something if they don't trust you. In fact it's almost impossible.

If a customer doesn't trust you why would they buy from you? Put yourself in their shoes. If you didn't trust someone and they came to you and offered you even a great deal, but if you didn't trust them would you buy? I don't think so.

Relationship building, that's the real job of an internet marketer. Whether you build a relationship with your list, whether you build a relationship with your list of leads, with your list of buying customers, with your list of JV partners, with your list of affiliate partners, the relationship is what will make you successful.

And the reason that so many people fail when it comes to internet marketing is because they fail to understand that concept. When you build a list, and don't get me wrong it's extremely important and we'll talk about that in a few minutes, it is extremely important to build a list. But you can't build a list just to build a list. You have to build a relationship as you build a list.

If you can learn to build a list and a relationship together, and that's some things that we're going to talk about in this audio, how to do that, THAT will make you successful. Because no matter what product you're selling, as long as your products are reasonable quality and reasonable values, if you have a relationship with your list you will be able to sell them because they will trust you. Trust equals sales.

Now let's talk about the overall scheme of list building and we'll talk about what it is that you need to do to build a relationship with that list. One of the things we will do in this audio is we will make sure that we answer all of the questions that were raised on the page before you signed up because those are probably the things that piqued your interest and we will make sure that we answer every single one of those points.

The first of which being, why is building your list the single most important focus you should have in your business? So why is building a list so important? There are lots of testimonials you hear and examples you hear on-line in various venues by various internet marketing teachers who claim that you can make money without a list. You've seen the ads before here: Make Money Without a List, Made \$1,000 a Month Without a List, Sold Affiliate Products Without a List and you can go on and on and on. But what they don't tell you is how hard that is. It is very hard.

Now think about it. How do you sell something on-line? You create an offer and you set up a sales page with that offer. And then what you have to do is you need to drive traffic to that sales page. Traffic being people who would see your sales page and then react to your sales pitch or your offer and decide to buy or not. So without a list what do you have to do? You have to go out and you have to create traffic to send to your sales page. And traffic is a very difficult thing to do, generating traffic. And no matter where you go and how you start and in building your list that's something you'll learn, you will need to generate traffic to build your list but think about this.

You set up an offer and you drive traffic to it. And say you drove 1,000 people. Over the course of a month 1,000 people saw your offer and you probably sold some. If you had a reasonable offer and a good sales page and 1,000 people, probably maybe one percent which would be maybe an average return which means you sold 10 of your offers. And maybe that's a good return. But think about it then, what do you do the following month? If you put another offer up, what do you have to do if you don't have a list? You have to do the same thing all over again, you have to go out and you have to find traffic and you have to drive traffic to your offer and you're starting out all over again. And you drive again, say you drive 1,000 people to your offer and maybe you sell 10 more. And the following month, without a list what do you do? Well you're going to do it all over again.

Now think about it. If you could capture those thousand people that you drove to your site the first month and you could utilize that traffic the second month, wouldn't that be a heck of a lot easier than going out and trying to find 1,000 new leads for your offer the next month? And what about month three? It's the same thing. Wouldn't it be easier to have the thousand people that you got and drove to your offer the first month and maybe 1,000 people that you drove to your offer the second month, what if you could capture those, all of those, and so the third month you would have 2,000 people that would automatically know about your next offer.

Well that's really the theory behind building a list. Building a list allows you to take advantage of all the traffic that you ever drive to any of your offers, or any of the traffic that you can generate. Driving traffic to an offer, only for the offer, is a one-time thing. Driving traffic to a page where you capture their emails and create a list can give you an advantage and create

customers that you can utilize over and over and over and over and over again. That is why your single biggest focus, your most important focus of your business has to be building your list. But remember what we said, building your list is only the beginning. Building a relationship with that list is how you continue to sell to them.

Now let's talk about some of the basic principles of building a list. And the first thing we'll talk about is what do you need to do to build your list and what are the things that you need to have, or what tools do you have to utilize to help you build it?

Well the first thing you're going to need is something called an auto responder. An auto responder is nothing more than a system that can send bulk emails to large lists. If you are on anyone's list, if you get emails from any internet marketer then you have an idea of what an auto responder does. All of the emails that you receive have been loaded into an auto responder and then when you signed up for the information or the free report or whatever you signed up for, or the free mini-course, whatever you signed up for you then start to get a series of emails.

The tool that allows the internet marketer to send you those emails is called an auto responder. It would be very difficult for you to take your regular email program and create lists of hundreds and hundreds and hundreds of people. That would be the first thing that would be difficult. But auto responders are built to do that, they're built to maintain large lists.

Another thing the auto responder will allow you to do which would be very difficult to do without one is to load a series of emails into a sequence and then send those emails out to the database or the list that you have loaded there in that sequence, exactly timed as you program it. Whether it's a day apart, a week apart, every other day, every other week, twice a month, those are things you can program into an auto responder. So the ability to send emails on a regular sequential basis to a large database of names and email addresses is what an auto responder is for.

Probably the most popular, the most widely used and the one that we recommend certainly is an auto responder called AWeber and you can find the information about that at aweber.com. Now the second thing that you need is you need a place to be able to capture or record email addresses

and names so that you can then turn around and put those email addresses and names into your auto responder and start sending a sequence of emails. Generally there are two ways to do that.

The first way to do that is to create a page that has nothing else on it and whose sole purpose is to capture that information. Generally you find a little bit of text or a small sales message, usually giving something away free in exchange for your lead which would be any persons that you are able to drive, as far as driving traffic to your webpage. Any person who comes to your webpage, you're going to try and grab that information. A page that is designed only to do that is called a squeeze page. It's called a squeeze page because you're squeezing certain information out of the leads that land on your page. You're squeezing out their email and their name, that's why it's called a squeeze page.

That's probably the number one way that internet marketers build their lists, using a squeeze page. Now there are a few other ways to do it and accomplish the same thing. Some internet marketers prefer to send their leads or send the traffic that they generate to a sales offer. And somewhere in that sales offer page, either embedded in the page or as a pop-up or type of a pop-up or a float-in box, urge their lead while they're reading the sales page to provide their email and their name to get them on the list. And usually again it's usually with some offer of a free report or a free e-book or a mini-course, special information.

So the second method utilizes a sales page and a sales pitch in conjunction with a method of obtaining email addresses. Now that has pros and cons to it. The pro would be, not only will you have a good chance to get an email address but you have a chance to make a sale at the same time. The drawback to that is, it is not as effective as a standalone squeeze page. In other words, yes you might have a chance to make a sale but you will not get as many email addresses as you would with a squeeze page. So you will not build your list as fast as you would with just a dedicated squeeze page. So the dedicated squeeze page, you can still create a sale from a dedicated squeeze page. But if you have the squeeze page first you have a better chance of getting the email address and the name and after you get that you would have an option to send them to a sales offer if you wanted to. A lot of internet marketers do that.

So now we have our auto responder and we have our squeeze page and we are able to start to build a list by collecting email addresses and names, but then what do we do? You utilize the

auto responder and you send email messages to the email addresses that you captured on your squeeze page. And that's really the whole process of building a list and then marketing to it. Auto responder, squeeze page, email messages. Those are the three components to building a list and marketing to that list.

One of the things that you need to be aware of when you collect an email and names so that you can add them to your list, if you are using an auto responder like AWeber, AWeber uses a system that is called double opt in. And what a double opt in means is, after a subscriber signs up, gives you their information, AWeber will send that subscriber an email and that email will tell them that they need to confirm that they actually want to subscribe. That's how AWeber absolutely maintains that they are never sending out unwanted email, that they are never sending out anything that could be construed as spam. And that's one of the most important things to consider as an internet marketer, you never want to be consider a spammer. That will be the fastest way to kill your on-line business.

Now one of the bullet points in the page that described this audio was to tell you the simple but effective trick to ensure your subscribers join your list to stay. And the trick is that after they sign up and they click the subscribe button, they're redirected to a page which is basically a Thank You page for subscribing but that page tells them that they will have another email and they need to click the confirm link and if they don't see the email it might be in their spam folder. I mean those are two critical things: make sure they understand they will get an email that they need to click the confirm link and if they don't get it, look in their spam folders. And sometimes you can utilize specific instructions, which a lot of internet marketers do, on how to white list or keep your email from being eaten by their spam filters.

The other thing you can do that's very effective is reconfirm on that Thank You page, or that page you redirected to them, is that after they click and confirm their link they will get access to whatever your offer was in order to get them to give you their email. The free report or the extra information or the mini-course; whatever it is, reaffirm that as soon as they click that link to reconfirm, that's when they'll get the information that they're looking for.

Redirecting your customer to a Thank You page or an explanation page can be a very powerful tool in enhancing or beginning to establish a relationship with your new subscriber. In fact

again, one of the questions that was put out that we would give you the answer to is the undercover method used to build rapport with new subscribers instantly. And that method is to thank them for opting in on that redirect page AND doing one of two things.

Giving them an instant discount on a product that they were looking for so that already they can see that as a subscriber you're doing something special for them, giving them a special discount or giving them an extra bonus that they didn't expect. The thing to do to start to build rapport immediately with your subscribers right away is to give them what they didn't expect. If they didn't expect an extra discount, you give them an extra discount. If they didn't expect extra bonuses for signing up, give them extra bonuses. The trick is give them something they don't expect.

You'll hear the term 'over deliver'. That's exactly what that is, it's over delivering. And if you can start out over delivering right from the beginning, as soon as they sign up, you'll be well on your way to building rapport immediately with your new subscribers.

And that brings us to another tip that we promised to give you the answer to. And that is why giving first is 1,000,000 more times powerful than trying to sell. Now think about it. If a stranger you never met before comes up to you on the street and says, "Hey I'd like to sell you something, let me show you what I want to sell you.", and he gives you a whole sales pitch. Are you going to buy from this person? You've never met him before in your entire life!

On the other hand if this stranger comes up to you and says, "Here, here's something you can have for free, I just want to give it to you." how do you feel? Well most likely you're going to take that free gift and you're going to say, "That's really great. This guy came up to me and gave me a free gift." Well it's exactly the same way in establishing your initial relationship with your opt in subscriber, with your new list member.

If as soon as they sign up all of a sudden they're taken to a hard sell page and you're trying to sell them something and you keep trying to sell them something, what kind of impression is that going to give them as to what they had just signed up for and who they signed up with? On the other hand if after they signed up they get to a page where they get the free information or the free product and they get even more free products, what does that say about the person that

they're dealing with? It says, "Wow, this guy's really great. He's already giving me things of value. He's already helping me, he's already trying to give me information that will make me better my life." So which scenario do you think is more powerful? Trying to sell somebody or giving them something to show how much you appreciate them signing up?

Along those same lines about giving first being way more powerful than trying to sell, that brings us to another tip which is the seven email rule that will leave your prospects begging to buy your products. And that is, once you have your subscriber, instead of immediately sending them emails trying to sell them something send them seven emails of advice before trying to sell them anything. So the first seven emails that your subscriber gets from you will be emails that are teaching them how to do something, emails that are giving them advice, emails that are giving them something of value. For nothing. Again, out of appreciate for joining the list.

Now that is building a relationship. That is building a relationship as opposed to hard sell, hard sell, hard sell. So the seven emails of advice puts your customer in a better frame of mind to buy your offer after those seven.

In speaking on the seven email rule that really brings us to the next component of your list, and of your list building and your relationship building and that is your email copy, the messages that you send your subscribers. You end up with a list, and you could end up with a very large list but if you don't send them the correct messages, the correct emails, in the correct form, then you will have wasted all of your list building efforts. Because it is through your emails that you will build your relationship and it is through your emails that you will provide information and it is through your emails that you will create sales offers and that's going to be how you're going to make your money. So there are a number of things that you need to know about when it comes to emails.

First of all, as I described earlier in describing what an auto responder does, what you end up doing is you create a series of emails. You may create a series of seven, you may create a series of ten, you may create a series of twenty. You can create as many as you would like and you then put them in the order that you want them to be sent to your list, you load them into your auto responder and you tell the auto responder how soon you want the first one sent, usually

immediately after they sign up and confirm, and then you tell the auto responder the sequence and the amount of time between emails.

In other words, if you send the first email out immediately then you may want to send the second email out a day later. So you would tell the auto responder wait one day and then send the next one. You may want to send the third one two days later so you would tell the auto responder, after you send the second one, two days later send the third. And you would go ahead and sequence and put your time periods between emails into your auto responder so the intervals would be listed.

So you would list all your intervals one day, sometimes you want to send them out right away and then you want to send out another one right away and then you want to send out another one the same day. So you can put intervals any way you like but it's the combination of the sales copy or the email copy and the messages you send and the frequency that you send them that will determine how successful you can utilize your list.

Now another tip that we promised to give you the answer to is why playing it cool is the golden rule to writing killer emails that bring home the bacon. Now what that means is, you play it cool. You don't hard sell. You say, "Look I have a great product. If you buy it you'll be really amazed but I'll tell you what. I'm so confident in how good this product is, don't buy from me yet. Buy from the competition and see what their product is like. Go ahead, buy theirs first, then come back and look at mine and you'll see how good this product really is."

So you're telling them, your subscribers, that your product is so good you don't care if they go everywhere else and buy all the other products because they'll end up coming back to you because of the quality and the information that you're providing in your product. So that's called the playing it cool golden rule.

Another tip. The most overlooked technique to writing killer email subject lines that compel your readers or your subscribers to click. The trick here is to create a subject line that leaves your subscriber wanting to know more. You put half the story in as your subject line. Obviously subject lines are like headlines and that's what's going to determine whether your subscriber opens your email or not. So you have to have a somewhat provocative subject and you want to

have a subject where it piques their interest and they want to know more and therefore they are compelled to open up that email and read what you had to say. So you need to be very creative with your subject lines and leave them wanting more. Leave them wanting to know more about what your email is going to tell them.

Now another tip is talking about insider email writing techniques to ensure all of your emails are read all the way through to the call to action which generally is to click a link that takes them to a sales page. So in essence when you are writing an email that is to call an action, that is going to want to compel your subscriber to click here and go to the sales page, in essence you're writing a mini sales page. And all the principles that are involved in writing sales copy are the same principles that you would use to write your email. Your email won't be as long as a lot of your sales copy but the basic principles are the same.

You use your subject line like a headline to get them involved and then you start out with almost sub-headlines to get them more involved. The goal is for your subscriber to read all the way through your sales letter and click where you want them to click. Each line of your sales copy or your email should lead to the next line. Each line should create a compelling reason for your subscriber to read the next line. And then read the next line, and then read the next line. And then you will need to create a reason for them to click.

So you would put features and benefits in, just like you would put on a sales page to pique their interest, to get them interested and then finally you put your call to action in. You tell them, "Click this link now. Click this link now to find out more about how you can make a living online.", for example. Something like that.

So you have all the principles of a sales copy page. Subject line is like a headline. First paragraph is like a sub-headline. The body of the email, benefits. Benefits, benefits, benefits; what they'll get out of it. And then finally the call to action: click this link now. The same principles as you find in a sales page. General sales copy, basic copywriting skills, basic copywriting formulas, is what you will utilize for your emails.

That brings us to the final component of building your list. First we talked about the tools you need, then we talked about building a relationship, then we talked about your emails. But

without this final component none of the other stuff matters. And that is, creating traffic or getting customers or potential customers, to visit your squeeze page or your offer page in order to build your list.

Obviously in order to build a list you have to have people come to your squeeze page and fill it in. So the trick is, how do you get traffic? How do you get prospective customers, prospective subscribers, potential subscribers to your squeeze page? And that is generating traffic.

Now another tip that we promised to give you the answer to was to tell you what the legal traffic siphon method showing you how to ethically steal traffic to hyper charge your list building. And that refers to basically not really stealing traffic but it's more like borrowing traffic. And we're talking about blog traffic.

One of the most powerful ways of generating free traffic is to get links from popular blogs. And the easiest way to do that is to go to the blogs and make valuable comments, but along with your signature at the end of your blog comment you have a link to your squeeze page. It's perfectly legal, it's perfectly acceptable as long as when you leave comments those comments are valuable and relevant comments to the blog subject. And as long as you are not spamming the blog. In other words spamming the blog would be saying, "Come to this squeeze page and I'll, or come to this page for the greatest offer in the world." You cannot do that but you can comment about somebody's blog entry and as part of your signature at the end of your comment, putting in the link to your squeeze page. That is one way to get free traffic.

Another tip: the hands free method I use to generate traffic 'round the clock. And what's that? That was referring to... when hands free is referred to it means I'm doing something without doing it myself, it's hands free. It's happening by itself. And the answer to that is outsourcing a link builder, outsourcing a blog commentator and reciprocal link swapping.

So what we mean by that, first of all outsourcing is a subject all to itself but in a nutshell outsourcing means finding someone else to do work that you need done, that's what outsourcing is. And if you outsource blog commenting for example, I just described a way to get traffic from a blog; you can outsource that. You can hire someone that does nothing but blog commenting.

That person will find the blogs that are relevant to your product, will read through the blogs, will leave comments to the blog entries and will include your link.

Another outsourcing possibility is a link builder. Now a link builder, one of the things that a link builder will do is find reciprocal links. A reciprocal link is, you put a link on your page for someone and as reciprocity, which is why it's called a reciprocal link, they'll put a link on their page pointing back to yours. It's kind of a win/win situation. You help someone else out, they help you out. But you can outsource that, you can have someone spend all their time just finding those reciprocal link possibilities and then setting up those reciprocal links.

Another thing and another tip that we promised to teach you about was called learning about the traffic tsunami method that all successful marketers use to skyrocket visitor subscribers and sales. And I will tell you that this method is probably the number one method that the most successful internet marketers use over and over and over again. And it's called Joint Venturing. It's called Recruiting JV Partners.

Now a Joint Venture Partner is someone who already has a list and what they do is they agree to send your offer to their list. So basically you're borrowing their list. You compensate the JV person who's doing that for you, usually with special commission rates and usually offering special prices or some special report for his customers so he looks like he's doing something, and he is. He's doing something great for his customers by utilizing the resources that you're giving him. But JV sales, finding other people to basically share their lists with you is one of the fastest ways to generate traffic and one of the absolute fastest ways to build your list. Because every time someone comes from someone else's list and when they sign up to your list to get your free offer or whatever you're offering, they now become part of your list. So you in essence can capitalize on all the lists that the JV Partners have to build your own list.

It's an incredibly effective way of building a list and creating traffic for any pages that you want traffic for. A JV program is probably the single number one way that people who make tons and tons of money on-line utilize all the time, with every single one of their promotions.

Now the last tip that we promised to give you the answer to is to tell you about viral list and traffic methods that will have others pouring subscribers and visitors to your list and your order page. First of all let me explain what a viral traffic method is.

Viral is named viral because it behaves like a virus. A virus is something that can infect one person and then from that one person infects other people, and then from those other people infects other people, that's how a virus works. Well this is the same kind of thing only instead of a virus you're using a product. And the product that you're using as your viral product is something that points back to your sales page or to your squeeze page. It can be a report, it can be an e-book, whatever it is what you include are a couple of things. You make sure you have embedded links and compelling reasons in those reports and e-books or any other product that you're giving away, reasons for the reader to click on your link and go to your sales page or go to your squeeze page.

The other component of a viral book is you want to make it so that anyone who has a copy of that e-book, report can give it away or sell it. So you want to make sure that it's a product that can be given away or sold so that other people can get their hands on it. So it goes from one person who gives it away to two people, who give it away to four people, and it multiplies itself out over and over and over and pretty soon you have subscribers and visitors pouring into your page. That is what a viral list and a viral traffic method is. And it is incredibly effective.

And if you put all these things together you have your link builder, you have your blog commentator, you have your JV Partners, you have your viral and giveaway e-books with resale rights and giveaway rights. Put all those things together and you'll create a great rush of traffic to whatever page you want.

We have spent the better part of an hour talking about list building, the components, the tools, the things that you need to do, and the importance of building a list. We talked about how the money is not in the list, the money is in your relationship with the list. The better your relationship with the list the better your results will be, no matter what size list you have.

We talked about the reasons you need a list because it is easier to sell to leads and customers you already have than to go out and find new ones every single time that you want to promote a product.

We talked about the tools you need. A good auto responder, a good squeeze page to capture emails and names, and of course good emails, good copy and good messages to send to your prospective customers.

We talked about how to build a relationship. We talked about how selling right away, and only selling to your list, is not the way to create a relationship.

We talked about the rule of seven, how the first seven emails should be advice and valued material that can be used by your subscribers.

We talked about over delivering value every step of the way to enhance and build your relationship.

We reviewed some email techniques, talked about how creating emails is very similar to, in fact exactly like writing copy for a sales letter or a sales page and you need to employ basic copywriting techniques to produce well written and productive emails.

We talked about some of the ways to drive traffic, blog commenting and link building being two of the easiest and most effective.

The bottom line is being profitable on-line really is following a simple formula. That formula is composed of creating a good list of subscribers, developing a great relationship with that list, providing that list with good quality products and promoting those products with good emails based upon strong copywriting techniques, leading your customers to good sales pages that convert well. If you can do those things and do them even reasonably well you will be guaranteed to have a profitable on-line business.

I hope the information in this audio has been helpful. You can find much more in-depth information about list building at Ray Johnson's SubscriberListSecrets.com. There are

comprehensive videos that will show you step by step how you can build, and successfully build a very high producing subscriber list. Thanks for listening and here's to your success.

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