

"The Robert Plank Show"



Episode #004

Episode 4: How to Build an Email List of 1000 Subscribers or More in 7 Days

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This is the show where we talk about making money, making your life easier, building your business, achieving freedom. Whatever your goal is, whatever you want to call this, wherever you are on your internet journey right now, we're going to talk today about how you can basically tap in to the internet's biggest secret.

You might have heard this phrase "The money is in the list." It's true. It doesn't matter what kind of laws the government tries to put on us. It doesn't matter what sites take over like Facebook, this is the way that real money is made-- building an email list -- and we're going to be talking about that and taking you through some real steps today.

Build That List

As soon as I realized that I needed to build my own email list, my entire life, my entire tax bracket changed. As soon as I started taking it seriously, I made even more money than that.

What we're talking about right now is you building what's called an email list, and I hope that at this point, you've already begun building it and you're here because you want to build it faster, build it bigger, maybe make more money from it. But if you haven't begun building a list, you need to start. We discussed before that there are certain building blocks that every successful internet business has and every failed or struggling or incomplete business doesn't have.

You need to have a niche. You need to have either your own product or some kind of product there. You need to have people coming to your website, we call this traffic, but there's really no point if people come in to your site unless you are basically capturing those leads. Why? It's so much easier to make a sale with someone that you've built a relationship with.

Imagine if you were searching on the internet for a book on how to lose 50 pounds. You might search around and you might go and buy something right away, but if you're like the average person maybe you're going to open up several different sites, maybe join a couple of newsletters, join a Facebook group, watch some videos – take all these extra steps, and you might not buy right away.

I don't know if you've also heard this cliché that it takes seven points of contact for someone to buy. I don't know if it's seven or if it's five or ten, but I've discussed with you before that I've had several email subscribers that have joined my list in 2004, 2005 and didn't buy until 2012, 2013 or later, right? Sometimes, some people take several years before they even buy from you. Or, they might buy from you once and take several years to buy again. That's okay, because I'm always there. You need to be always there.

Unique Selling Proposition

You need to choose a niche and know that many newbies try to choose a niche called "How to Make Money Online." "I'm going to teach you how to make money online even though I haven't made money online." Don't do that. Choose something that you're good at, that you enjoy, that other people want, and that other people need.

That means that it's something exciting, it's something that people, your competitors are paying advertising for, where you have competitors and where there's a big enough marketplace. It's not knitting cable-knit sweaters for your Chihuahua. I mean, maybe that's a good money making niche, but I sincerely doubt it. That sounds like there's a very small universe for that. There's a very small target market for that, and you want to have something that has mass appeal.

I already know what I do, but what I do is I sell WordPress plugins. I have a WordPress plugin. I have one called Backup Creator. This a WordPress plugin that allows people to back up and clone their WordPress blog. Now, who can use this? A heck of a lot of people. Anyone with a blog, anyone with a website,

anyone with a membership site, anyone who gets paid to set up new sites. We have a very large population.

Now, it's not so big that we have nothing to say, because I think that if you decided that your niche was self-help, I think that's too big because if you're trying to go for everyone who needs help with themselves, it sounds like every person in the world, right? But If you had a specific plan of attack or a specific method, and you were a hypnotist and your expertise was to help people get over anxieties and phobias and you had a specific set of anxieties and phobias and you in that particular niche hopefully had some training, some kind of certificate, some kind of proof, testimonials but that's a great little niche to get. You need to have something to say. I think that's number one most important thing.

I'm going to say that's a little bit more unique or a little bit different than the average person. For me, it's that we have our backup plugin and it's the simplest, it's the fastest out of all... There's other backup plugins out there, we're not the only one. We're one of the first ones, but I looked at what they were doing wrong -- I mean, in my opinion they were doing wrong – and in their opinion their plugin is the best and that's fine. But which one of them makes a really simple backup plugin?

I didn't really have a lot of settings because what I saw in that particular marketplace was that all of the backup solutions let you tweak and configure all kinds of stuff, and that it required watching hours of videos to get it. I said, I want to be able push your button, that's it. That's what we created. I mean, on the same lines on, I have some friends who created WordPress membership plugin and they were also in the right place at the right time because when their WordPress membership plugin came out – by the way, membership plugin means that you can have the ability to collect payments, single payments, monthly payments in order to access a WordPress blog.

At the time that they launched their product if you wanted to set something like that up, you need to hire a programmer, you need to pay hundreds of dollars, you need to set up five different programs to get it all to work, edit files. There's a plugin that drops in. Since then, they've had tons of competitors but what I like the best about their product is that it is the simplest that's out there. That's what their USP is – unique selling proposition.

Niche Selection Secrets

You need to have a niche. Once you have a niche, once you actually have something to say, now you can build your list. I'm really careful about using the word brands, people say, "build your brand online." I don't know, when I hear people talk about that, they'll say is, "You need to build a brand online and come up with a cute tagline and a cute personality and call yourself the social marketing butterfly wizard." Sure, I guess, if that will get you to do other things, but I see it as a trap of nicknaming themselves and developing these brands that sounds like it's almost a joke or a parody of themselves.

They will set up a Twitter account or get graphics made. They'll make a blog and they will make fancy videos that really don't say anything, and they'll think they're done. No. When I say having a brand, I mean when someone hears your name, what do they really think of? I know that for me, if there's the name Robert Plank out there, I hope that it's WordPress plugins or its systems.

I have a very good friend, Ray Edwards, who is the reason I'm making this podcast. He is a copywriter. He branched out into other areas of writing. His training covers other areas of writing, but even he can't help when he has his different training. He always gravitates back to copywriting and that is his branding.

When I say branding, I don't mean it to be the social marketing butterfly wizard. I mean that your message should be something that not everyone says. For me, I have my WordPress plugins and what I teach, I teach membership sites and webinars. I teach fast product creations and sure other people can teach things like writing a book.

I don't really know too much about writing a book, I'll be honest with you, but that's also on purpose because writing a book, I think it sucks. I think it takes too long, and even though I've dictated some books, it takes even longer to proofread them and edit them. I'm never happy with them. I'm thinking, if I'm getting it put in print, I have to revise and move stuff around. It sucks.

Let me actually bring up since I don't want to be all talk here. Let me bring up a couple of my opt-in pages. I'm going to bring up productuniversity.com/secrets, webinarcruiser.com/secrets. I'm not sure if we have one for Backup Creator, we probably should. We might have a video on that, but no we do not.

Product University and Webinar Crusher, these are few years out of date, but nothing has really changed. I have productuniversity.com/secrets open and the headline says: "The Shortcut to Creating Your Own Information Product Even If You Have No Ideas, Expertise, Confidence, Or Credibility... In Just A Few Minutes!

"Listen to this 34-Minute Interview Immediately! Topics Covered... How to think of your NEXT product even if you have never made a product before, or have complete writer's block. This will get you out of that procrastination ditch.

"Have no credibility? Here is how you can become credible in your niche FAST... in under 7 days. Everyone preaches 'provide value' but avoid the details or has never done it. I am going to show you exactly how I pulled this off!

"The foolproof, no B.S. formula to going from a blank page to knowing the ultimate solution, you are going to show your repeat customers, prospects, and fans to get them eager to buy from you. How to sell that information product you created, even if you do not have a list and have never sent a single e-mail before in your life."

Webinar Crusher opt-in page, the headline is:

*"43 Smart Marketers Create 94 Information Products In Just A Few Short Weeks,
Each In A Single Take Starting With Almost Zero Training!"*

In this 100% FREE audio, you will discover... Why most predictions that you have heard and are going to hear about internet marketing are completely wrong -- and what you need to do to increase your conversion rates and SAVE or BUILD your internet marketing business.

The single fastest way possible to create products brought to you by two guys who have hosted not 50, 100, or even 150, but 200 webinars in the past year. How to create your own high ticket coaching program or sell out any low or mid ticket product you have, even if it is not your own! The only people who get the recording are those who are fully registered below...

And we have an opt-in page.

I read two different opt-in pages for you, and you can check them out right now at productuniversity.com/secrets and webinarcruiser.com/secrets. The idea here is, I could make a couple more opt-in pages like this and maybe change up the wording a little bit, but we assume that people already know what this thing is called, the Information Products, an online report, e-book, video course, membership sites, and like that. I guess the gist of both these pages is that it is fast.

The first one is that everyone else teaches it but does not do it, we do. We can turn you into a brand new person in your niche, into an expert in 7 days through having reports, having traffic, having articles, having blog post, and all the usual stuff.

Listener Shout-Outs

It is that time of the show again. I am talking about the listener shout-outs. If you want your name mentioned on the Robert Plank Show, head on over to RobertPlankShow.com. Click the like button, like our fan page, and we will get you mentioned on the very next edition of the Robert Plank Show.

We are approaching 300 likes, and if you are wondering who the heck has recently joined us with the Robert Plank Show, who are our latest friends of the show, is it you, is it someone you know? Let us find out. We have: Bryan Bliss, A.J. Slivinski, Josef Mack, Oliver Ledinski, Tom Trush, Michael Cannon, Trevor Baret, Patt McGee, Annett Bone, Matthew Lee, Elvie Fandida Mones, Rakesh Singh, Simon Aktas, Jerold Johnson, Grigor Nalbandian, Kyle McGuigan, Christopher Duncan, Rocky Johnson, Masroor Tahreem, William Anzai, Joey Malit, Dustin Joel Olson, Tony Smith...

Morgana Rae, Gabriel Machuret, Shane Massingham, Jonny Nastor, Stevie Knight, Marsha Anderson, Candace Fowler Chira, Tim Parker, Tuhin Hasan, Jason Victor Tjoeng, Kalin Blagov, Clayton Mark Smith, [يبرحلا ناميلس](#), Rob Anderson, Michelle Patterson, Sunil Dutt S, Greg Mah, Jeffrey Bush, Ellie Walsh, Jerry S. George, Julie Muller, Adi Vasile, Brian Petersen, David Doost, Kurt Scholle, Lance Tamashiro, Ann Moore, Scott Buendia, Donna Kim-Brand, Linette Montae Phd, Dana Sanders, Kerwin McKenzie, David Bibby, Neville Valerio, Chet Rajani.

While it is still fresh on your mind. If you are driving, pull over and write this address down right now, that is www.RobertPlankShow.com. That will take you directly to our Facebook fan page where you can like the page, become a friend of the show, and that means of course that I will mention your name on the very next Robert Plank Show. That is robertplankshow.com, go there right now, and I will mention your name very soon.

Email Opt-In Page

These are called opt-in pages, and what I do is I create these web pages and if you are on the page now or maybe you have written it down and check out later, it is a white piece of paper on a white background, and you have probably seen pages like this. We create a page where there is really nothing to do other than fill out what is called a web form, and I guarantee you have seen a form like this, and how do I know? Because you probably have a Facebook account, and you probably filled out this form to get a Facebook account. They probably asked you for more details, but they at least asked you for your name and your e-mail address.

You probably have a Gmail account, or a Hotmail account, or a YouTube account, or some kind of account, right? But here is the thing, is that most of these sites, they ask you for all kinds of details, right? They asked you for a username, for a password, for your birthday. Why? Because they are building a membership site.

This is much more simplistic. This is, you're asking someone for their first name and their email address, and that is it. I know many marketers who do not even ask for the first name. They ask for the email address. I ask for the first name because many times, I will use it in the email, because I'll send the email and I plug in their first name in the subject line or in the message. That is how I talk, that is how I send the emails, but that is the thing is you are building a list of prospects, right?

Let me make sure that we are on the same page here. There are prospects and there are buyers. What you do is, you use a service called [Aweber](#). This is a service that allows you to collect these names and email addresses.

What happen is, you sign up for an account, and I wish I had affiliate link handy, I do not. But go to [Aweber.com](#). Who knows what that means, but it is what's a Google, what's a LinkedIn, and what's a Facebook. Sign up at this service called Aweber, and what you can do is that you create what is called a list, a subscriber list.

What you should do immediately after signing up with a service like Aweber is create a list, and I call mine Blog Updates. This is going to be the people that did not pay me any money, the prospects. I call this Blog Updates and there is going to be a reason for this. I create what is called this list, right? Right now this is a list of zero subscribers. No one has signed up for my list yet.

I go to Aweber, I create what is called a subscriber list, and I call it Blog Updates. You create this list, and there is an area where you create what is called a web form. This is basically some html codes and web page code that you can copy and paste unto your website.

What does it look like? It looks like a box, and it says: first name, colon, and a little box for someone to type in their first name. Now, there are box that says email address, and a place for them to type in their email address and that is it.

You create this web form and they give you a bunch of crazy, scary, and fancy templates. If I remember correctly -- I do not have Aweber open right now -- you create a web form and they give you all these

templates. I go to this area that says popular and they have basic or bare bones template, but you want to get the simplest web form possible. What you do is you copy this little bit of html code, computer code on to your webpage.

For now, make a blank web page and paste this code on it. What you have right now is a webpage with nothing else on it except for a little box that says name, email address, maybe a button to submit. That's it, right? Now, can you build a list? Now, can you get your first subscriber – heck you can.

Right now you're making a progress better than nothing. If someone ends up on a webpage with nothing else to do, but sign up, they don't know what they're signing up for and there is no good reason to sign up. What you need to do is add a couple of important elements. You need to add what is called the headline to your opt-in page and three bullet points.

Why three? Because I said so. Because if I tell you, you need three bullet points, I say don't worry about making five, or one or two. Make three. Now your brain is already thinking about, let's say, "I'm teaching how to balance my body on one finger."

There's this guy, his name is Garin Bader, and he's one of my favorite people. He is a crazy dude. He teaches this thing called CoreForce Energy and he is a musician. I can't even find it, but he has this sales letter where he's balancing his whole body with one finger. Apparently, you do pushups... you figure out how to do pushups with two hands, then move to one hand, then move to four fingers, three fingers, two fingers and he has some tricks and stuffs, but eventually you balance your entire body on your pinky or something.

It's crazy, but some people want to do that. Apparently, I don't know if it's a fitness thing or a yoga thing or a meditation thing. I'm not really sure what exact niche. Or, a magician kind of thing, but this is an area that people want to know about.

That could be his product. That could be his training course. He might charge a hundred or \$200 for a set of videos on how to do this. But if people are looking around for how to balance your whole core on one finger, they're not going to find him and buy right off the bat. Maybe some would. We'll get more money if we're careful about it.

If we can build a relationship and if this really a hot topic. For example, if this is something where some of you will get a flood of new competitors. If this is something where some piece of software comes out, in my case, and creates a new need. If someone writes a book on balancing everything on one finger and shows up on Oprah, now, there's going to be a ton of web traffic looking for similar solutions.

What we want to do is, we want to create an opt-in page where someone who's looking for this information, they don't get the product for free, but they get something for free. They get on our list and in exchange, they get an ethical bribe or a freebie.

I explain the process here. Someone searches the internet, uses Google to make it simple, search the internet. They end up on your opt-in page. Based on what's on that opt-in page, if they decide to

continue, they fill in their details -- and we'll get to the bribe in a minute-- but they fill in their details in order to get something in return. Usually it's a report or maybe a short audio.

They're filling in that form to get something in return. What we do is, they fill that end, enter their name and email address. It's pretty standard. Now, they are a subscriber on our list. Now, what does that mean? It means that they voluntarily have given us their name and their email address.

It means that any time we want to send this person an email, we can. It means that at the bottom of every one of these emails, there is a link for that person to unsubscribe if they want, to opt out of receiving our messages. And they can. They can click that link and they're out. We're not spamming, we're not collecting email addresses, none of that shady stuff. We created a web page that promised something for free.

The person who's looking for the solution of their problem fills this form in and they join our list. They get their freebie, and heck if they want to quit our list immediately, they could. But, if they have a genuine interest in our topic, they won't.

You can start sending them more emails. Basically, you send emails. Maybe you'll send them their link to their freebie. You give them a few tips, show them about the product you have for sale, all kinds of fancy stuff.

The point is that you build a list of thousands and thousands of subscribers, and if you don't do this, you won't make money online. I don't care how you are, this is how companies make money online – building a list of email subscribers. The people who come on the internet more recently, they've missed this.

They hear things like, "You need to build a Facebook fan page. You need to create a LinkedIn group." I think that those are all good ways to boost your web presence but nothing is going to make you as much money as building a list of targeted, hungry, responsive email subscribers.

It's one of those things where it seems like every year some marketer is telling us that this time next year, email will be dead. Why the heck would anyone market using email marketing? Because that's where all your competitors are and people receive hundreds of emails per day. Yeah, because that's where the money is.

You do need to build a list of email subscribers, use a service called Aweber. Now why would I recommend that service? Because they're very cheap, they are \$20 a month. Now, if you get more subscribers, the price goes up but not very much.

This is one of those things where I tell people Aweber and they try to price shop. They go around and they look and they say, "One thing I don't like is, its 19 bucks of to 500 subscribers. If I have between 500 subscribers and 2000 subscribers, now, it's 29 bucks, oh no. What if I set up an opt-in page and tomorrow I get 50,000 subscribers? I can't afford that."

Even if you got up to a 10,000 subscribers, you're still only paying 70 bucks a month. If you're not making \$70 a month from a 10,000 subscribers, then you're in the wrong business, I'm sorry. There are certain things you can't avoid, right? It's like in the real world, you can't avoid death and taxes. On the internet, you can't avoid paying for a domain name, paying for web hosting, and paying for an email autoresponder.

There are lots of things you can try to cut corners on, but buy at the bullet, join Aweber if you haven't already. They do have a sliding scale. The more subscribers you have, the more the price increases, but it doesn't go above a hundred bucks or very much far above a hundred bucks.

I see people use this as an excuse. Join it. I believe in it so much, I'm not even giving you an affiliate link. The reason I tell everyone to join this service is first of all, they're one of the olders. They're not the oldest. Many other autoresponder services have come and gone, and many have become more popular than Aweber and less popular, but Aweber it's a household name as far as internet marketers go. They get in at marketing.

There's other one iContact which apparently has better, what's called deliverability. If you send out a message, some of your messages won't get through. Some will get filtered through spam, all sorts of stuff. iContact has marginally better deliverability, but I think their prices are a little bit higher. But, they limit you with their default plan to only sending out six emails per month. If you didn't read that fine print or you didn't notice that, you might have heard some recommendation and joined the wrong autoresponder service.

There's a service called MailChimp, and if you have under a certain number of subscribers then having autoresponder is free. You might think, "Great. I'll go sign up with MailChimp." I know of at least five internet marketers who have been banned from MailChimp because their niche is internet marketing. Even if your niche is not internet marketing, if you promote an affiliate program, if you send out an affiliate link, you technically violate MailChimp's terms of service.

I could list all kinds of choices for you off the top of my head, but I'm telling you to sign up with Aweber.com. If that doesn't get you to do it, they have a 1-800 number phone support. So, if you have any difficulties with figuring out all this email stuff, figuring out how to copy and paste your web form. You can pick up the phone and you can call them. They have several videos and all kind of stuff, but you can pick up the phone and call them. Anyway, Aweber, you make an autoresponder and you're basically building a double opt-in list of email subscribers.

You go there, you create a list, create a web form, copy and paste on to blank webpage. I have a template for you, if you really want a template at papertemplate.com. This is a web template that looks like a piece of paper, that's why it's called paper template. You put in a headline and some bullet points. Now, if you don't know anything about setting up a webpage, you might have to hire a designer.

I would say that for 50 bucks, 100 bucks, you can get someone to log in to your website for you, upload this template and fill in whatever text that you want. If you're really a technophobe, go ahead and pay someone to do it. No big deal.

You set up what's called an opt-in page. Now, this is also called a forced opt-in page and this is all something it took me a while to get. If you think about it, it took me a while to figure out to even have an autoresponder. Took a while to figure out I needed a sign up service. It took me a while to figure out that I needed a forced opt-in page so I'm sure years of mistakes trial and error here.

Have a forced opt-in page. This means that you create this webpage and there is literally nothing else to do on this webpage other than sign up. I hope we understand each other. There's no link to other stuff. There's no link that says, "No thanks. I'd better not sign up. Take me to the blog." No! This is a webpage where there's a headline, bullet points, and an opt-in form. There's nothing else to do.

You might think won't Google penalize me? Maybe, but so what? When I create a blog, and I write and publish blog posts, I'm thinking, "I'm making this site to appease the search engine gods. I'm publishing this content where people can view videos and click around. All that stuff so that people come back to my site."

But when I link to an opt-in page, my goal is, I don't care what Google thinks of my opt-in page. All I care about is that someone ends up on this page. If I link to it from my blog, I link to it from my Facebook profile. Someone sends an email to it, whatever it is. The goal of that webpage is to get someone to enter in their name and email address. If there's nothing else to click on, they can either leave that site which means close the tab or type in to URL or still on their details. If they end up on that page, they want what I'm giving away, so why not do it?

Anyway, you create what's called an opt-in page, and you enter a headline, three bullet points and sign up and have your web form. As you remember when I read off the text from Product University opt-in page and Webinar Crusher opt-in page. Product University the headline was: The Shortcut to Creating Your Own Information Product Even If You Have No Ideas, Expertise, Confidence, Or Credibility... In Just A Few Minutes!

The headline for webinar crusher was: "43 Smart Marketers Create 94 Information Products In Just A Few Short Weeks, Each In A Single Take Starting With Almost Zero Training!" If you remember the episode 2 of the Robert Plank show? Correct. That was all about copywriting. If you haven't listened to that one, go ahead and do it because we talked about headlines and it's no different.

We have basically a shocking newsworthy statement that gets people's attention for the next 30 seconds. To get to the rest of the time it takes to read the page, that's what the bullet points are for and we think of three things where we don't reveal exactly what it is but maybe three results, three exciting results, three detailed results that someone could get after reading our report, listening to our audio.

Okay? Headline, three bullet points, and tell people to fill in the form and put the form in there. Once again, the paper template is at papertemplate.com. The two opt-in pages I showed you were productuniversity.com/secrets and webinarcruisher.com/secrets.

Resource of the Day: "Provide Support"

I know that I'm throwing a lot of technical stuff your way, but that should be okay. I want to tell you about this resource called Providesupport.com. Another affiliate link that I forgot.

If you go to doubleagentmarketing.com/providesupport. I think that's my affiliate link. This is a tracking program. This is one of those live human chat programs where if someone comes to your webpage, you can pop up a chat box, but that's not what we use it for. Use it instead to provide real time tracking of who is on our web pages at any given time.

Here's what I do is I have this service called Provide Support. It's \$99 a year and they give me this tracking code. What I do is I paste at the bottom, the footer of my opt-in pages, my blogs, membership sites, sales letters, any and all of my web pages.

What I end up with is, I can open up this program and have a list of every single person who is currently on any one of my web pages. This is great because if I'm promoting a product of mine, I can see great. There are 50 people on this webpage right now. I can see great. There are 20 people watching this webinar replay right now. I can see there are 100 people reading my blog post right now, and it's a really great way to see which of your websites are worth maintaining.

Which of your sites are the most popular at any given time? Which of your blog posts always have people reading them? Which affiliates are currently promoting you right now? That's called Provide Support. You can get it at doubleagentmarketing.com/providesupport that gives you which are called the tracking code, put it at the bottom of all your websites and web pages. That way you can have a heads up display of everyone who's on all of your web pages.

Chicken and the Egg Syndrome

"How to Build an Email List of 1000 Subscribers or More in Seven Days," notice that I'm focusing a lot on the set up because everyone wants to have 50,000 subscribers, 50,000 clicks, 50,000 sales but they don't have stuff set up. It always comes back to mindset. There's this thing and I'm not sure who coined this.

There's this thing that we call "the chicken and the egg syndrome." Here's what that means. I'm telling you all these things, right? You should set up an opt-in page, sign up to Aweber, use my Paper Template, have a forced opt-in page, and you say "That don't sounds good."

"But what is the point of me setting up an opt-in page if no one is going to see it?" "Okay, good point. Let's get your opt-in page set up and we can get people to come see it. You say, "You know what? I can't really send traffic to my site because no one can find my opt-in page."

You see how there's this "chicken and the egg syndrome"? There's the set up part of it and there's promotion part of it, the traffic part. You need both pieces. For me, setting things up is the easy part. Let's get part the easy stuff. Set up your opt-in page and we can focus on the other half which is getting traffic.

Sign up with Aweber because what you're looking for is a list of email subscribers. If you have 5,000 email subscribers - that means that 5,000 people found your opt-in page, registered, signed up entered their name and email address. Now if this happened 5,000 times with 5,000 people all around the internet, if you said "Ok, great. Now I'm coming out with my video series on 'How to Balance Your Whole Body With one Finger' and this something that people would want to know."

Type in one short email, seriously. Subject line, five sentences, link, hit the send button, that's it. Now, 5000 people view that message, or maybe you send out 5000 of those and maybe a few get filtered. It shows up in 4000 email inboxes and maybe 3000 people read it and maybe a thousand people end up clicking. Out of that a thousand maybe you convert at 2%, you make 20 sales, there you go.

You made a few hundred dollars from sending out one email and if you want more money than that, build a bigger list or send more emails. It becomes very simple to make more money once you make some money.

Aweber, and you build a list of subscribers. I told you to make a list or some of us call a sublist called Blog Updates. Now, why did I do that? Why did I tell you to call it Blog Updates and not freebie seekers and not prospects? Because, everyone worries about what to send to their subscribers.

Once again, "chicken and the egg" keeps coming back and I know this because it happened to me. I thought, "Okay. I got to set up an opt-in page. I got to keep people to come to that opt-in, people to sign up and all that good stuff."

But what's the point of building up these email subscribers if I'm not going to send them emails? I have to type up all these emails and send them, and I don't know if I'll have the time, or I don't know what to say. That's what we call that Blog Updates because that's your answer.

I told you before that it's important to have things like articles, ends up have things to say. Let's say you have a blog, and I think this guy Garin has a blog somewhere. If it's on the spot, I can't really find it. But if you enjoy something, you have a couple of things to say.

Even if you had a couple of articles, let's say that this guy here maybe he is a magician so he wrote an article on how to solve a Rubik's cube, how to fold a dollar bill into a swan, how to make a rabbit disappear. He has written these articles. Set up what's called a WordPress blog. Once again someone can substitute for \$5 on Fiverr.

Give in your log-in details, they set up a blog, change your password back. Now you have a blog set up. You can go and click on Post Add New and type in or copy and paste your articles, right? Even if you have a blog with five things to say on it - I am really weary of using terms like articles or post because that sounds real long.

Let's say you have five things to say. If you do not have five things to say, look on your Facebook timeline, your Facebook wall, or your profile. You posted more than five things on Facebook. You know what you are doing. Even if this was short little blurbs, even if you have found some cool videos on

YouTube about magic or about "How To Balance Your Whole Body On One Finger," great. Those are all different blog post.

You have a blog. Once again, the reason that why we call this list Blog Updates is because anytime you have a blog post, you have an excuse to send it on email. If you have a blog with five blog posts, that is 10 or 15 messages you can send to people.

Why would I say that? What you can do is actually take the title of your most recent blog post and put it and send it out as an email, and the subject line of that email is the title of the blog post. The body says "Hey, this is Robert Plank and thanks for being on my listings, for being a subscriber. I wrote a new blog post called -- title of the blog post -- check it out right now." Paste in the link. That's it.

"Do email messages really have to be 10 pages long?" No, the shorter the better. The whole point of sending out an email is to get someone to click over to a webpage, anyway. Why not make it short that gets to the point so that they get the gist of it and they can click, and you can say whatever you want on your blog on that webpage. But, keep it short and sweet in that email. That is your sublist called Blog Updates.

Create an Ethical Bribe

If you will end up on this forced opt-in page, headline, three bullet points, and web form. I skipped over this one little step and that is to have what is called an "ethical bribe." An ethical bribe means that you are giving away something for free. Now, I have set up ethical bribes that where I went on to a site called [EzineArticles](#). I typed in my search keyword.

If you went on EzineArticles and type in the word "magic," and you found three articles on different magic tricks. Sites like EzineArticles allow you to copy and paste their content as long as you leave the author name, the author bio box, and the little blurb that says "This is from EzineArticles" all intact.

You open up Microsoft Word, you grab three EzineArticles on that subject, and now you have it for your report. Now, it is even better if you wrote these articles because you do not have to give credits to EzineArticles. But, if you have nothing, go on and find three articles from the experts.

Now, here is where the loophole comes in. There is no rule that says you cannot add in your own links into this report. You open a Microsoft Word, paste these three EzineArticles. Between each article at the very beginning of the report or at the very end of the report, link back to your website which right now we are going to say is your blog.

I want to be clear the opt-in page is not a page on your blog. You can have opt-in, but what we are talking about now is the forced opt-in page. We have this ugly, ugly, ugly white piece of paper on a white background, and there is nothing else to do on this webpage other than to sign up for this free ethical bribe.

You are talking about in this ethical bribe - this is for your report - notice I told you to take three EzineArticles and that means can you think of three bullet points from looking at an article? Of course

you can. Let me do that right now. I am going to EzineArticles.com, and I will type in the word "magic." I might have to do magic trick, let us see what comes up. The magic phrase to handle sales objections, let me type in "magic tricks." Why do we actually do this? So I can help you along here.

We've got "Coin Magic Tricks." What I am looking at is an article. You cannot see it, but it is an article on "Coin Magic Trick." He is explaining how to do that thing where you have a quarter, you are holding a quarter in your hand, you put a cloth over it, take the cloth away and whoosh it is gone.

The bullet point for this -- and it's an article. We can call it a chapter, right? It is a very short chapter, but it is still a chapter. You might say that "This is the easiest magic trick that anyone can learn in 30 seconds or less. You can show this off to your friends right now today." Right?

That's the beginning of the magic trick and you might find an article about a trick that is more fun, or more involved or things like that. But find three articles about this from different authors. There is enough content on this site where you can easily have different points of view with different authors.

We are getting three articles, put it in a report, those are three chapters. If you know how to change the font size and make things small, even better, because you can have the articles in normal print. But, have your links in giant, red, bold, blinks ugly, giant links, but they got attention.

When someone reads your report, surely they might click on this other author's links. That is why they are there for. But the likelihood is that they click on your link and go back to your site. Either way, they are on your list now.

Create a Web Form

One thing that I need to mention is that when you create a web form -- and here is the thing too, you can create a web form and go back and edit it, right? You make your web form and you can go back and edit it and send people to what is called the download page, and this is once again a very simple webpage. You can use a paper length template for this as well. A webpage where there is nothing else to do but download that free thing they signed up for.

The way I do it is, I'll say thanks for signing up. I will say, here is your free gift. Below that I will say, now click this link to go back to my blog. In that way, we are always giving people a place to end up with.

Here is what happens. If someone is looking for how to have magic tricks to impress their friends, they will find your opt-in page, they enter in their details. They get their free report and end up on your blog, where you list even more magic tricks.

Hopefully on your blog if you are smart and you have links to your magic products in a headline, in your side bar, maybe at the bottom of your various blog posts. If you do not have a magic product of your own, you go on a site like Clickbank and have an affiliate link.

You will make more money if you have a product of your own. But to get started, you can plug in to someone else's program and when someone buys that magic product, they are paying someone else but you get a commission for referring them, okay? I hope this is making sense.

Someone comes to a forced opt-in page. They see your ethical bribe, your freebie that you are offering. They sign up. Now they have shown on your list, they can quit at anytime. They get that downloaded and some people would be Drive By subscribers. You know what Drive By is where people drive by, and see each other? Not really that funny.

Some people will sign up to your list, get the freebie and quit. But most people won't, and it is a numbers' game. If you will build a list of 10,000 subscribers, or I guess in this case, a thousand subscribers, you have a certain percentage that will quit, a certain percentage that never will buy, but you need to have those in order to find the people that will buy. This is how internet business works.

You build a list of subscribers. You have this thing called sublist and later on in the future, if you end up selling your own product, you can create a separate sublist for your buyers. Let us say that you had that one list called Blog Updates and you come out with a product called CoreForce Energy, I think that is Garin's, the name of his product, right?

You will go and create a new list in Aweber. It is the same account, so this does not cost any additional money. You are creating a sublist in that account called CoreForce Energy. Maybe you can make another sublist called "Super Magic Tricks." When someone buys your product, your video called "Super Magic Tricks," they pay you money, and they subscribe to this other list called "Super Magic Tricks." Why? Because you will deliver updates of this product, bonuses of this product if you ever update.

I have some products where they buy from me, they get on this separate buyer's list, and they get bonuses drip out to them for six months, if not longer. You create this different sublist. One for blog updates, that is your freebie list, and for every paid product you have, you create a separate sublist.

Email Broadcasts Explained

What is cool about this is that when it comes time for you to launch a new product, or you find someone else's affiliate program, if you want to run a webinar. If you write a new blog post, a new article, a new video, you can get traffic. You can have people going to this site, and you send out what's called a broadcast.

What is cool about a broadcast is you can write one email and when it comes time to send an email there are different check boxes to check. Aweber will say, "Do you want to send this email to the Blog Update subscribers?" That might be if you have a new blog post. It might say "Do you want to send this email to your Super Magic Tricks subscribers?" That might mean if you've updated the product.

Here's what really cool, if you launch a new product, you can say "Yes to all of the above. I want to send this email to every single sublist in my Aweber account." You have as much control as you would ever want or need.

You can send out one message to everyone or specific groups of people, and so that's very powerful. This is called the broadcast email. You go to a certain menu in Aweber and type in a subject line, you type in a message, you click send and it sends out to all those thousands of people. Pretty cool stuff.

Thought of the day: For today, Robert Plank Show episode 004 is, are you emailing, or are you contacting your subscribers every single day? The reason I ask is because most of your competitors aren't. Most people I see on the internet, they hop on for once a week, once a month. They don't really take it very seriously, they are not consistently there. They lose out a lot of potential sales.

What you do is follow up your base, your subscribers every single day. At first that sounds scary, but don't you want to get paid? Don't you want money every single day? If so, at least send a short message to your subscribers every single day.

If you are worried about running out of stuff to say, let me think about a few things for you off the top of my head. You can remind them that they haven't bought your product yet. You can send them to some random blog post of yours. You can find an affiliate link on Clickbank and send them that way.

You can go back and find some old products that you haven't promoted in awhile. You can go back and ask them to respond to other comments on your blog. You can find some YouTube video that maybe you recorded or that other people recorded. You can find some article that you opened, any part of your internet presence where you want someone to go and see it, you send out some new message.

I hope that rubbed off in you that short emails are better, because they won't get captured by spam filters, people will read them, and people will click on them. The only point of an email message is to get someone to click over to a webpage. That was the thought of the day: Are you emailing every single day?

As we are winding down, let me make sure that this is all kind of sinking in. You create a list in Aweber. You create a list a list of subscribers. You take that web form, put it on a web page and you can send out broadcast. A broadcast means that you type in a message and it gets sent out immediately to everyone who has subscribed to you.

Winding Down...

The next step that I take is I save those broadcasts, and every autoresponder including Aweber has a sent tab, a sent folder. What you can do, go back. If you sent an email to your subscribers last week about your latest blog post, you can save that and set it up as what we called a follow up.

A follow up sequence means that when someone new joins your list, you can say, "Send this out on day one, this out on day three, this out on day five." You can set new people on a sequence, so that even if you don't have anything to say -- maybe you're working up to that daily email -- if someone new comes on your list, they can get introduced to you.

Maybe you make a video on YouTube telling people what you're all about and showing people your websites and explaining your stories, explaining what products you have for sale. Maybe you have a set

of blog posts that anyone who is brand new to magic should read. Every single one of those is a different email, and maybe everyone of those blog posts is three different emails because you can gently remind people to click over and view that blog post.

You can send that email the next day saying, "Even if you didn't click over, here are the cliff notes. Here are a couple of things that you should have got out of that last blog post." - That's called a followup. So, subscribers, sublist, broadcast, follow ups. Send people to a forced opt-in page in exchange for ethical bribe.

Now, the only step that is left is traffic. Now you have to get people to come to this opt-in page. If you look at, like we said productuniversity.com/secrets, webinarcruiser.com/secrets, we have won thousands of people through these web pages. We have built an extra several thousand prospects, subscribers to our list.

Once they were on our list, we built a relationship with them. We send them messages, earned their trust and many of them bought. Did some, not all, of course. But it's a numbers game, some of them did.

I want to send you to one final opt-in pages called membergenius.com. It's the same formula. Head line, bullet points, opt-in form. This is a plugin that we give away for free. I've messed around with different kinds of bribes, and the best kind is a free piece of software because people don't really expect software to be free.

How does this apply to your niche? Let me do a Google search for "magic trick software." We find download.com and it looks like people have put, there are a few pieces of software. There are a few I'm finding where people put different videos in there. People put different tutorials in there. Maybe we can find out if we can get a magic trick upgraded, but software works very well.

I know that there are weight loss calculators, there are real state calculators. If someone is looking into maybe losing ten pounds, maybe you can make a calculator. You're going, what's your weight right now, what's your target weight, how soon do you want to lose that weight? Maybe based on that your software can deliver some kind of an exercise like a diet routine, or do next.

But, if you can manage it, software is the best converting. If you can't manage it, you do that report technique. Go to EzineArticles, grab three articles and that becomes your report. But set up that forced opt-in page, and get traffic, which means post to Facebook, post to twitter, publish articles, publish YouTube videos, and get joint venture partners and affiliates.

If you can get someone to recommend you, if you have a really good resource, if this report is really helpful and you can get others to send their subscribers your way. That is the fastest way of getting people to you.

Affiliate Programs

What is also interesting is that you can create this thing called an affiliate program, which means that someone can get cookie'd or tagged. If they recommend their subscribers to you and that person ends

up buying, you make a sale that you wouldn't have made otherwise. You gave away some or all the profits there as commission, but you're building a list in the process.

What's really cool is that you can give someone a special link that sends people -- and your landing page what we call is an opt-in page. They're tagged as an affiliate. If someone buys with say 60 days, that affiliate gets credit. I recommend using a service called [Clickbank](#), and they will do exactly that.

You can set up your bounce URL, what is called your landing page to end up on this forced opt-in page, the affiliate gets cookied and if that leads to a sale, you send out credit for that. We've built list of thousands of people, thousands of buyers using an affiliate program.

I want to end this call with a link to one of our programs called [setupanaffiliateprogram.com](#). What this is, it shows you the technical parts, technical opponents of setting up an affiliate program. This is the fastest, most powerful way to build a list is to have something available for free and something for sale and give the people the ability to promote you.

Even if one person, ten people, twenty people. Even if you only ask one new person per day to promote you and you will explain, you show, you set things up in a way that will compensate them for sending this new people into your funnel, into your subscriber list, in your business. That's a very easy way to build a thousand subscribers or more in seven days for less.

But, you can't get anywhere unless you have everything set up in the proper way. Go ahead, do it right now. Get your opt-in page set up, sign up for Aweber, get a list created, a web form, put it on a web page and send traffic to it.

Once you have even a handful of subscribers, you can send out a broadcast email. Tell them about your latest blog posts, your latest videos, different affiliate links that you might have found through Clickbank. Best of all, if you have even a seven-dollar product for sale, tell people about it, because otherwise, how are they going to know about your super fantastic product about magic tricks, about balancing your whole body on one finger? Whatever it is, people need to know about it.

This is how to make money on the internet is building a list, the money is in the list, and you can build that list very quickly through what is called an affiliate program. Check us out at [setupanaffiliateprogram.com](#) and build a list of free prospects and paying costumers right now.

This has been the Robert Plank Show episode 004 "How to Build an Email List of 1000 Subscribers or More in Seven Days." Check us out at [setupanaffiliateprogram.com](#). We will talk very soon. By the way, if you want to subscribe to us on iTunes, if you want to contact me, it's robert@robertplank.com. Next episode 005 is "[How to Write an Article in Six Minutes](#)." Talk to you then.