

LIZ TOMEY

LIST BUILDER



**MENTOR
SYSTEM**

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Marketing For REAL People

Looking For Gurus Full Of Bologna To Throw Your Hard Earned Money At? Then This Newsletter is NOT For You!

If you're looking for a straight shooter to give you advice on how to get your business up and running using little known marketing strategies...

If you're looking for REAL information you can put to use right now to start profiting online...

If you want to receive subscriber exclusives such as:

- *Digital information products especially created for subscribers only. Sell these products and keep 100% of the profits or give them away!*
- *Subscriber only specials on Internet marketing related products and services. Free guides and courses are given away with almost every purchase.*
- *Free gift certificates on special occasions and as bonuses.*

Then this newsletter IS for you!

Subscribe today and you'll also get access to the MarketingForREALPeople.com "Business Development Vault" at no charge!

<http://www.MarketingForREALPeople.com>

*Thank you for purchasing the **List Builder Mentor System**. Please read this guide in its entirety so you get the most benefit from it, and find out exactly how to build your own list at amazing speeds.*

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Setting Up Your Newsletter Signup Page

Having your own newsletter list could potentially be the most profitable aspect of your entire business. It allows you to market to people over and over again without having to find joint venture partners or recruit affiliates. As you progress in your online business finding joint venture partners and recruiting affiliates will be important, but first you must have your own list.

I consider a newsletter and an ezine basically the same. A newsletter to me is an informative document sent from people who I want to learn from or keep up to date with. An ezine is basically the same thing but it contains ads and aren't always as professional. I consider myself a newsletter publisher, and not an ezine publisher.

Having ads in your ezine as a marketer isn't as effective as it once was. Instead of placing ads, I mention products and services that pertain to the content in my newsletter. This is known as soft selling. If your newsletter has ads in it, to me it looks a bit unprofessional.

My newsletter is at <http://www.MarketingForREALPeople.com> I try to publish it twice a month. The newsletter is nothing but content with a few soft sell recommendations for other products and services I either own or that I am promoting for someone else. You can see back issues of my newsletter by clicking on the link at the top of the page that says "Back Issues".

Now I do hard sell people on my list also, but I do this on my blog at <http://www.RealProductReviews.com> When I post something to the blog I notify my newsletter subscribers.

In this way everyone is getting what they want. Those who just want to learn from me get my newsletter, and those who want to keep up on the latest products and services can go to my blog and get real reviews of different products and services related to Internet marketing.

You have to decide how you are going to treat your list. I use the above techniques because they work for me. Some people email their list every day, some a few times a week, some every other week, and so on. I email mine about twice a week, and it does well for me.

You have to find out what works for you. You just have to test and track and we will get more into this later on.

The steps we are going to go over in this section are:

1. Deciding who you want to be – Meaning what is your unique selling point and why should I sign up to be on your list?
2. Building your newsletter signup page.
3. Creating your valuable subscriber only bonus

Let's get started...

Internet marketing is brutal and cold. No one wants your free newsletter, or your free bonus for signing up to get on your list. They don't care about you or what you have to say. You have to sell them on why they should be on your list and why they should listen to each and every word you say.

How do you do this?

Well, I can tell you exactly how I do it, and it REALLY works.

First you have to decide who you are. What is your place in Internet marketing? When I first got into Internet marketing, I tried to be everything. That just won't work. Ask yourself what is your favorite topic in Internet marketing?

- Blogging and Rss
- Information Product Creation
- Promotion Techniques
- Affiliate Marketing
- Search Engine Optimization
- Ways To Make Money

There are many more, and you need to find what your favorite topic is.

What's mine? Well after dabbling in it all, my favorite thing is teaching people the ways that I make money. Hence this class.

My main focus in Internet marketing is helping people and creating products and services to help people make money online.

As you can see at my newsletter signup page at <http://www.MarketingForREALPeople.com> The first point I try to get across to my visitor is that I am a real person who really wants to help them.

I put their needs first. If you don't this won't work. As I said, they don't care about you... yet!

Once I make them aware that I am all about helping them, I give a bit of background on myself to start building some credibility with them. I then go back to how they are going to benefit from being subscribed to my newsletter. I add a few testimonials from subscribers who are on my list to add even more credibility and then I drive it home by offering a really good bonus for subscribing.

This step is all about relationship building. You have to put as much of yourself (meaning your personality) into your newsletter signup page as you can. You can't personally be on your site to meet and greet everyone, so make sure you shine out in your words you put on your newsletter signup page.

My newsletter signup page has helped brand me as "the online marketer's best friend". I don't mind that brand because I really like people and I really like seeing people succeed.

So when you start planning what's on your newsletter signup page, remember that you have to:

- 1. Tell your subscriber what YOU can do for THEM!**
- 2. Build credibility with testimonials or your own credentials.**
- 3. Offer an incredible bonus for signing up.**

The key to getting people to subscribe to your newsletter is sell it to them like you would if you were trying to sell them a \$297 product. Make them WANT it.

Let's talk a little bit about your bonus you will offer before we move on to building your newsletter sign up page.

There are tons of products you can get online to give your subscribers, but if you really want to stand out, you must develop your own product. I developed a subscriber's only "Business Development Vault". This is basically a page where my subscribers can download different information products related to Internet

marketing. I'm really picky about what I put in here. I only want to give my subscribers the best stuff!

You could also create a report or ebook on a popular topic. Tell your subscribers they can have it and resale it or give it away. If you decide to go this route, make sure that you:

1. Create a professional high quality product
2. Have covers designed for your product.
3. Design a sales letter that your subscribers can use to give away or sale your product with. Make sure when you get your cover designed for your product that you have a header graphic done that matches your product cover.

I've done this on every site I offer a product from. You can see an example at <http://www.JointVentureSeeker.com>

Getting products created can be really expensive. If it wasn't for my designer I would spent A LOT more on graphics. I have anywhere from 5-8 product graphics done each month. Most people charge \$97 - \$147 for a product graphic package. My designer is just as good if not better than the people who are charging \$97-\$147, and he only charges \$50. For \$50 he'll give you a graphic for your product, a header and a footer to match. \$50 isn't cheap, but for graphics it is. You can contact my designer at dima@nitrocoversmail.com His site is at <http://www.NitroCovers.com> About 50% of the graphics he's done have been mine. You'll love them. Just tell him that I sent you.

Okay, let's continue on.

Now, just because this product is free doesn't mean that you can halfway do it. You have to go all out and really over deliver.

By creating your own product to give to people who subscribe, you are actually creating a viral marketing campaign.

What I mean by viral is you will have a marketing tool that will be passed around the Internet. Place a blurb in it about your newsletter and you will have other people getting you subscribers to your newsletter. Place links to products and services you either own or promote and you will get orders from other people passing around your product.

This is an INCREDIBLE marketing tactic, and will get subscribers coming in as long as you keep your product circulating.

The product you give away as a bonus for signing up is as important as what your newsletter signup page says. Put your all into it!

Okay, this first step is a very important step, and I hope that I have gotten that across to you.

Now let's get into the nuts and bolts of actually building your newsletter signup page.

The first thing you will need will be a domain name. Make sure you get a catchy domain name for your newsletter signup page. I picked MarketingForRealPeople.com because that's how I wanted to brand myself. As a real person helping other real people. I didn't want the guru status (still don't), and wanted to make everyone very comfortable with me so that they would trust me.

Once you get a domain name you'll need hosting. Once you get your domain and hosting set up it's time to start putting your newsletter signup page together.

If you don't know how to get your own domain and hosting I have videos showing you how to get a domain name and hosting in the "Teaching To Earn Video Series" section of my website at <http://www.TomeyMarketing.com> You can watch the videos there at no charge to you!

As you'll notice on my MarketingForREALPeople.com newsletter signup page, I had a header and a footer done along with a graphic of an ecover. This makes your site look more appealing, and more professional. Since this is the Internet and not a retail shop you need to use images to SHOW people what they are getting. This will really convert your visitors into subscribers, and it's a step that you shouldn't skip.

I mentioned my graphic designer earlier. He's actually the person that did all my graphics for <http://www.MarketingForRealPeople.com>

Now you need to sit down and write or type what you want your signup page to say. We just talked about what it should say and contain so now you have to put that information to use.

If you would like to speed up this process or have no website building skills, you get free access to "Ezine Machine".

"Ezine Machine" is a piece of software that helps you to setup your entire newsletter site.

You simply pick a template for the design of your site, input all the information you want on your site, and push a button to create your site. Yes, it really is that simple. For newbies this is a great piece of software. Since I know how to build sites, I feel like it limits me. So use this until you get really comfortable creating your own sites.

You can get a copy of "Ezine Machine" by going to:

<http://www.tomeymarketing.com/products/list-building-mentor-system/ezinemachine.zip>

Setting Up Your Autoresponder

There's one last thing we have to go over before we can start driving people to our site. You will need an autoresponder. An autoresponder will allow you to place a form on your site that visitors to your site can input their information into to sign up for your list. The autoresponder will also automatically send out messages that you write to your subscribers. The autoresponder is probably the BEST tool ever developed for online marketers.

Now getting an autoresponder can be free, inexpensive, or expensive.

You can get a free autoresponder by searching for them online or you can go to <http://www.GetResponse.com>

The only downfall with getting a free autoresponder is that in every message that you send out they put a text ad in the message. So if you send out a message to your list of 1,000 every message will have an ad in it. Why is this bad? Well if you want to get your message across, there shouldn't be anything in the message except what you put into it.

The inexpensive way you have two options:

You can pay for an autoresponder service each month (usually around \$20 a month), or buy a script that can be installed one time on your own server. I actually use both...

When I first started online, I bought a script called [Ultimate Affiliate Manager](#). Not only did it create an affiliate management system for me, but it has a built in autoresponder also. I LOVE it and still use it, but lately I had been hearing that an autoresponder service called [Aweber](#) had a lot of credibility in getting your messages delivered. Due to SPAM and many other factors, it's getting harder and harder to get your messages delivered. Yes, even to people who have subscribed to your list and want your email. They are going out into cyberspace and getting nuked before they can even get to your subscribers inbox. [Aweber](#) states that they have a 99.34% deliverability rate. I decided to test them.

I sent out a message to my list using my autoresponder that was built into my affiliate program ([Ultimate Affiliate Manager](#)). I sent out the same message to my list using [Aweber](#), and had 40% more click throughs. That means 40% more people read my message when I sent it through [Aweber](#). Same list and the exact

same message. This tells me that [Aweber's](#) deliverability rates are right. For \$20 a month, I don't feel like this service is costing me money. I feel it's making me money.

There is one other autoresponder that I recommend. The [Ultimate Marketing Center](#) offers an autoresponder, and a ton of other stuff like an affiliate program manager (which you will need later on), and a ton of other stuff and it will only cost you \$20 a month. The owner of the site is a friend of mine. Kavi has developed some of the most amazing programs for Internet marketers, and I highly recommend anything from him!! The [Ultimate Marketing Center](#) is just like [Ultimate Affiliate Manager](#) except it's all done from the Ultimate Marketing center website instead of being installed on your own site.

Both [Aweber](#) and [Ultimate Marketing Center](#) are called remotely hosted services. That's because they aren't hosted on your own site. The only draw backs of a remotely hosted service is that you don't have total control and instead of emailing coming from your own domain email address (like liz@tomeymarketing.com) it comes from the autoresponder service domain.

If you get an autoresponder that is installed on your own domain name, you have total control and all the emails come from your domain name email address. You also will usually pay a one-time fee instead of a monthly fee.

With the [Ultimate Affiliate Manager](#) you pay a one-time cost of \$97. This price includes Kavi setting it up on your server for you. As I said, it also has an affiliate manager in it which is something else you are going to need. So for \$97 you are getting two in one. It also has a tracking system also which is something else you're going to need later on. So actually it's a 3 in one system.

Another autoresponder script I recommend is [Autoresponse Plus](#). It is only an autoresponder but has a few more functions than the autoresponder built into the Ultimate Affiliate Manager. The cost for it is \$170 for one domain name. Not bad especially for all it does

The last way is the expensive way...

Having someone build you your own unique autoresponder system. This is going to be very expensive but you'll get exactly what you want. You can expect to pay \$1,000 or more. You can find people to do this for you at places like <http://www.RentACoder.com>

I don't recommend doing this. You're not a big company, so you don't really need to do it this way.

Once you pick your autoresponder you will need to sit down and read any training materials that came with it. Make sure you are VERY familiar with your autoresponder. Go into your autoresponder and create an autoresponder account for your newsletter list. You can get the codes for a form for your visitors to use to subscribe and just copy and paste that into your newsletter sign up page. That way, you can get your visitors subscribed to your list so that you can mail to them over and over again.

At this point you will have your site totally set up with your newsletter signup form on your site. You are almost ready to start driving people to your site so you can start getting signups.

There's one more step, and it's another critical one.

Once you get a subscriber, you have to deliver your first message to them. Your autoresponder will automatically do this for you. You have to develop the first message though.

Your first message needs to thank them for subscribing and tell them how to get the free bonus you promised. You'll want to create a few messages to send out. Your autoresponder will let you send these messages out at different intervals. Your first message should go out immediately. The next message you create should go out a few days later, and then another four days or say later.

Let's talk real quick about what your messages should say. As I said, the first one should tell them where they can get their free bonus for signing up.

Your next messages should be messages that allow them to get to know you. I tell people a bit about my background, how long I've worked from home, that I'm a mom of 5 kids, that kind of stuff. You'll again need to tell them the subscriber what you can do for them.

In your next message give some useful information and another free offer. Again, you can give them a product that you have give away rights to, but you will benefit much more by creating your own products to give away.

Let me say this though. As long as you have 2-3 of your own products to give away, you can give away products that aren't yours. Just make sure you have some of your own also. This is a very important part of this. Having your own products gives you a TON of exposure, and potentially a lot of subscribers and orders.

After your subscriber has been sent all of these messages, you have told them exactly what they can expect to get from you, you've given them good

information, and free quality products. You've built a relationship with your subscriber on autopilot. How many people do you guys think highly of that you've never even spoken to? You're on their list and they give you great information and free stuff, so you feel like you know them. This is EXACTLY what you want to achieve.

I remember back when I was in high school. I was always popular, I was a cheerleader, played every sport out there, and got along with just about everyone. I'd be walking through the halls at school, or out at the mall and people my age would say Hey Liz! I would smile and say high back and have no clue who they were. I'd then see them at school and go oh okay I know who that person is now. But because I was involved so much at school and I was nice and kind to everyone no matter who they were people felt they knew me and that they could approach me.

I took this same approach to my online business and it exploded.

I don't know if you guys read my bio or not. It's at <http://www.givingitall.com/liztomey.htm> But I've only been in Internet marketing since July of 2004. That's only a year and a half now, and I'm knocking down over 100k a year. Yes, I have a background in business. I've had my own direct mail business since 1998, but it's how I presented myself that gave me my success. By jumping and in and making my presence known while helping others around me, I obtained a huge success. And it's only going to get better.

This is why I am telling you guys that you have to build your list. It's not only good to have a list so you can promote stuff to it, but that list makes you "the cool kid". People on your list will become your followers and they will make you or break you! Give it your all!

***At this point you should have your site built
and your autoresponder set up with the
messages you created.***

I've got something for you guys that I think you're going to love... It's called the "Home Business Newsletter Set" and it's an "almost" ready to go complete newsletter system.

You'll get 52 already written emails that you can plug in to your autoresponder. Customize these emails, add your clickbank username to any affiliate links in them, and they are ready to go.

All the newsletter issues are targeted at the home business niche, but with a little work you could use a lot if not all of them to fit your business. If anything they are good study guides. ☺

This package comes with a bunch of bonuses also and since you bought "The List Builder Mentor System" you can get the "Home Business Newsletter Set" at no cost by going to <http://www.tomeymarketing.com/products/list-building-mentor-system/ezine52.zip>

Driving Traffic To Your Newsletter Signup Page

Now it's time to get some subscribers.

- I've already talked about the viral marketing technique of creating reports or ebooks and giving them away. This is very powerful. It takes time, but it is the most effective method of free advertising out there. Anything that is viral such as reports, ebooks, and articles are a great investment of time to really get your business going. You can go from totally unknown to all over the place virtually overnight!
- Get your ebook out there by submitting it to ebook directories:

<http://www.wisdomebooks.com>
<http://www.jogena.com/ebookdir/ebookdata.htm>
<http://www.brandable-ebooks.com>
<http://www.ebookdirectory.com>
<http://www.ebookgiveaways.com> (Paid inclusion only!)
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<http://www.freetraffictip.com/members/>
<http://www.marketing-seek.com/>
<http://www.family-content.com/>
<http://www.addme.com/nlsubmit.htm>
<http://www.netterweb.com/artcls/>

<http://www.isnare.com/login.php>
<http://www.valuablecontent.com/>
<http://www.internetbasedmoms.com/>
<http://www.powerhomebiz.com/termsfuse/>
<http://www.sbinformation.about.com/>
http://www.workoninternet.com/Submit_Article.html
<http://www.constant-content.com/presignup/1/>
<http://webmastertraffictools.com/articledirectory/>
<http://www.allfreelancework.com/submitarticles.php>
<http://www.article-emporium.com/>
<http://www.businessknowhow.com/newsletter/>
<http://www.buzzle.com/>
<http://www.digital-women.com/submitarticle.htm>
<http://www.impactarticles.com/>
<http://www.certificate.net/wwio/ideas.shtml>
<http://www.webpronews.com/submit.html>
http://www.web-source.net/syndicator_submit.htm
<http://articles.simplysearch4it.com/articlesub.php>
<http://www.storebuilder.co.uk/submitcontent.html>
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<http://searchwarp.com/>
<http://www.ezau.com/latest/articles/0127.shtml>
<http://www.allthewebsites.org/articles/>
<http://www.advertisingknowhow.com/>
<http://www.rlrouse.com/submit-article.html>

Want to save time submitting your articles to directories? Then I highly recommend [Article Marketer](#). You can submit your articles to a very limited number of 3,293 people on article announcement forums and groups, some targeted content sites, and the more popular article directories. For \$39 you can submit unlimited articles to 31,217 people on 61 article announcement forums/groups, 74 targeted content web sites, and 27 article directories. This give you access for 3 months. This is SO worth it!! I no longer recommend any other article submission service! Only this one!

- Google Adwords is another way to advertise your newsletter to targeted people. Now I'm not going to go into how to use Google Adwords here. That would take a class all on it's own. There are tons of resources online. The two that I HIGHLY recommend are:

Definitve Guide To Google Cash

<http://tomeymarketing.com/adwords.htm>

Google Cash

<http://tomeymarketing.com/google-cash.htm>

- Advertising your newsletter in ezines is another way to get subs to your list. This can be tricky. You want to advertise a free offer and send the people to a page where they can get the free offer by signing up to your list.

The truth here guys is that ezine advertising is trial and error. I know that you don't want to spend money on something that isn't guaranteed but if I could spend my money on guaranteed advertising I wouldn't worry about the trial and error stuff.

- Create another product that you can allow ezine publishers to give away to their subscribers. Again this has to be something unique and incredible. This technique gets you out of spending money on ezine advertising for the most part also.

Where to find ezines to advertiser in and/or get the owner to give your product away? Ezine directories!

Here are a few free ezine directories:

<http://www.ezinelisting.com>

<http://www.bestezines.com>

The ezine directories that I use are paid ezine directories and I use them because they DO work. I get the most up to date info from them, and have developed many profitable relationships using them.

[The Big Ezine Directory](#)
[Directory Of Ezines](#)

You can also get access to 18 step-by-step videos that will show you how to use free tactics to explode your newsletter list, and your profits. You can get the videos by going to:

http://www.tomeymarketing.com/products/list-building-mentor-system/OptInFast_MarketingKit.zip

Conclusion

One of the biggest mistakes I made as a newbie marketer was in NOT building my list. Make the choice right now to be dedicated to building your list. Each and every day you need to do something to get more subscribers to your newsletter.

I wish you much success in your list building adventures...

Liz Tomey

<http://www.TomeyMarketing.com>