

The Money Train Principle

**An amazing step-by-step blueprint for building
a successful and profitable online business... FAST!**

A Paint-by-Numbers Action Guide That Shows You **How to Multiply Your Profits by Up to 400%... *Without* Having to Drive Truckloads of Visitors to Your Website**

Brought to you by
Dave Isaacs & Aaron Leighton

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All the services, products, tools and resources you'll EVER need to run a successful Money Making internet business... *for Less Than the Cost of a Candy Bar per Day!*

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For less than a paltry **83 cents per day** you can become a member of the Hottest, Valued Added Membership Site on the internet and get instant access to **everything** you need to make money online!



Heres a sample of what you get:

- ✓ A gigantic 10GB monthly transfer Professional Web Hosting account, including a massive 500MB of storage space for your files.
- ✓ Fully automated Unlimited Autoresponder management system that acts as your personal 24/7 sales assistant and places your follow-up system on total autopilot.
- ✓ Unlimited Ad Tracking so you can track and tweak your copy to get the maximum bang for your buck.
- ✓ Reprint Rights to \$1,000's worth of HOT FRESH new products - more are added weekly.
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- ✓ Members only special product discount offers – save up to 50% of some products or services.
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The multiple methods and strategies contained in the “**The Money Train Principle**” have been tested and proven to work and if you're prepared to put these strategies into action, we guarantee that you will succeed in your online business.

Yours friends,

Dave Isaacs & Aaron Leighton
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Discover how you can rebrand this report for **free** and make it your very own 24/7 cash generating personal salesperson and earn backend commissions simply by giving it away for free. [Click here for more info!](#)

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“Marketing is trying to figure out what people want so you can give it to them”

- Shelley Lazarus

The KEY Ingredient to a Successful Online Business

For most people, starting an online business from scratch can be a very difficult and frustrating process. At first new business owners are very committed and enthusiastic and dream of grandeur and luxuries that they will be able to enjoy once they starting making massive money online.

But as time goes by they start to realize that it's not quite as easy as they first thought and each passing day brings them closer to the realization that maybe, just maybe, they need to change what they are doing to make their business work.

It's at this time that we start to receive emails from subscribers and customers informing us that they're having trouble making any REAL money online and asking if we would have a quick look at their website and give them some pointers on how they could increase their sales.

Now due to the enormous time constraints that it places on our own business, we normally don't personally review websites. But occasionally if someone has been a loyal customer for sometime we decide to break our rule and have a quick look around their site to help them sort out their problems.

More often than not we know the problem even before we reach their site and normally within seconds of visiting the site our suspicions are confirmed. You see there's one universal reason why most people aren't having the level of success they had hoped for in their online business.

While most people write reasonably good ad copy and focus on generating a decent level of website traffic to their site, they're still missing the big picture. Don't get us wrong, writing ad copy and generating website traffic are both extremely important ingredients to success. But neither of these are the KEY ingredient to success.

A majority of sites are missing what we consider to be the most important aspect of an online business...

... being able to follow up with your visitors!

Most of the websites that we review simply haven't implemented an adequate system that allows them to follow up with their visitors once they have left their website without making a purchase.



Monitoring your inbox and answering queries from your subscribers or customers is great service, and is a very important part of success, but this is NOT follow-up!

The thing is, this is a far too common problem and most online business owners haven't yet grasped the importance of this process. In fact many online business owners are only earning a fraction of the profits they could be by leaving up to 80% of their sales on the table because they have no idea how critical it is to follow-up with their visitors.

Market research has proven that it will usually take between 5 to 12 contacts with a prospect before you are able to gain their trust and instil enough confidence in them

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to make a purchase from you. In other words, it is recommended that you first build a relationship with them before you hit them up with the hard sell.

Using the results from this research it's an accepted rule that the standard number of contacts that most internet marketers use is no less than 7 contacts. So if it takes at least 7 contacts with your prospects to make a sale, what are you doing to make sure you reach that number with EVERY prospect?

No longer can you sit back and take a passive approach to marketing and hope that when someone visits your website they will come back at a later time to check it out again and maybe make a purchase. This is financial suicide!

If you want to be successful online you MUST have a system in place to capture the contact details of your visitors so that you can follow-up with them at a later time!

It is vital that you completely understand the importance of this concept.

Why?

It's not unrealistic to expect that over 99% of your website visitors WILL NOT make a purchase on their first visit.

That's right!

On average, less than 2% of your visitors will make a purchase on their first visit to your website. But if you're new to the net then in most cases this level can be anything from 0% to 1%!

If that shocks you don't be alarmed. With the right knowledge and the right tools you can turn any negative into a positive. That is, IF you're prepared to take action.

But to make it work ALL your marketing has to be proactive. In other words YOU are the one who has to make sure you contact your visitors at least 7 times by implementing a systematic follow-up email campaign so you can get maximum exposure to promote the BENEFITS of your products or services.

So how can you do this?

As an internet marketer you have access to the most powerful tool in the entire marketing world to contact your prospective customers, yet only a small portion of marketers are taking full advantage of it.

That tool is... EMAIL!

At the time of writing there just isn't any other tool available where you can follow-up and communicate with many thousands of prospects EVERY single day of the week and not spend a single cent.

If you followed this daily follow-up system using direct mail it would cost you a fortune. In fact you'd send yourself broke in a matter of weeks. With email though you can send many thousands of follow-up emails for zero cost... as often as you like.

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If you don't currently have a system in place on your site to capture your visitors contact details to allow you to follow-up with your prospects, don't make excuses, just do it NOW.

Make a commitment to start collecting your visitors contact details and start building your "money train" TODAY!

We want you to succeed online and that's why we are going to take you by the hand and go to extreme lengths in the following chapters to show you EXACTLY the steps you'll need to take to be successful.

So now you won't have any excuses not to do it!

Throughout this report we will try to explain in detail the most important steps for getting started with email marketing. It is assumed you either have your own business or you're in the process of starting one. However setting up an internet business from scratch is well beyond the scope of this report.

If you're looking for help to either set-up your online business and would like to grab some excellent free tools and resources, or just get some helpful hints on how to set-up your online business, we have created a special subscribers only "Club" to help your succeed.

Simply go to <http://www.the-money-train-club.com> and sign up to receive your exclusive subscribers only password to gain instant access to "The Money Train Club" today!

We could easily charge \$27 per month for this service. But as a special launch offer you can sign up COMPLETELY FREE and grab an amazing list of free scripts, reprint right products, turnkey websites, special members only discounts and much more!

And of course if you would like to donate some free resources or offer a unique "members only" discount on your products or services, then you are most welcome to [Contact Us](#) with your offer. In return you will get free exposure in a very special and popular resource.

The Money Train Club™

A PRIVATE MEMBERS AREA EXCLUSIVELY FOR READERS OF
The Money Train Principle

The Number One Reason Most Internet Businesses Fail

Unless you're able to drive 20,000 highly targeted visitors to your website each month you'll struggle to make enough direct sales from your website to sustain your business.

Now getting this level of traffic is not unusual and in fact some sites are getting much, much more than this. But the average site doesn't. So you need to play the game a bit smarter!

But how?

In the last chapter you learnt that the KEY ingredient to online success was to follow-up with your prospects, because it's a very real possibility that less than 1% of your visitors will purchase a product directly from your website on their first visit.

You also discovered that you had to contact your prospects at least 7 times before they trusted you and felt comfortable enough to purchase your products or services.

So it's not hard to work out that the number one reason most internet businesses fail is because...

... they don't convert traffic into sales!

If you are to survive online it is imperative that you are able to convert your website traffic into profits! The best and easiest way to do this is to obtain your visitors contact details so that you can communicate with them on a regular basis.



This will enable you to build a relationship with your list and to gain their trust, which in turn will give you an opportunity to convert them to life long customers.

Studies have indicated that a customer can have a lifetime value of up to \$2,000 each. Now imagine how much extra cash you could earn if you had a list of 10,000 potential customers. Would that make your life a bit easier?

With this in mind, in this chapter we are going to focus on the first and NUMBER ONE step you need to do if you want to make any REAL money online. This one step can literally be the difference between the success or failure of your online business.

So... what is this ONE step you MUST do to succeed online?

You MUST have a mechanism in place to capture the contact details of your visitors!

No ifs, no buts and definitely no maybes. You MUST have a system in place that enables you to capture the contact details of your visitors so that you can build your opt-in email list.

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This is the very beginning of your marketing process and we make it our number one priority in all of our websites. Take a look at <http://www.infinite-revenue.com> and notice how we take every opportunity to obtain the contact details of our visitors by asking them subscribe to our newsletter and/or ecourse by filling out a simple online form.

When our visitors submit their contact details via this form our autoresponder automatically inserts their details into our opt-in email list and then forwards them to the home page of the website. This process allows us to communicate with our prospects AFTER they have left our site!

We realised a long time ago that this is where the REAL money is made! Everywhere you try to go on any of our websites you will get the opportunity to sign up to one of our subscriber lists so that we can obtain your contact details.

Why do YOU need to do this?

You have to start thinking like your visitors. You need to look at the process from their point of view. Ask yourself... would you purchase something and give your credit card details to someone who you have never even seen or heard of before, just because they asked you to?

WE think not... and a majority of your visitors think the same way. Sure... you are always going to get the impulse buyer who will make a purchase on their first visit to your site but the majority of your visitors won't!

However if you have implemented a system to build your opt-in email list, you will be able to use your autoresponder to make multiple contacts with your prospects AFTER they leave your site!

HINT – If you're looking for a professional, unlimited autoresponder service that allows you to set up unlimited accounts, unlimited message sequences and professional list management so you can place your follow-up system on autopilot, then we recommend you check out [Infinite Revenue](#) today.

We have found that if you have built a highly targeted and responsive email list and you have crafted a good offer, each prospect on your list can be worth up to \$1.50 per month.

Now by itself this does not sound much. But if you had 1,000 highly targeted prospects on your list you could be earning up to \$1,500 a month just by contacting them and communicating with them at regular intervals.

Now what if you were able to build your email list to 5,000 highly targeted subscribers? All of a sudden you could be making up to \$7,500 per month, simply by building trust and promoting products to your list.

Not bad for a few hours work!

So... how do you collect this information and build your list?

There is no single BEST method that works for everyone. You will need a bit of trial and error to find what works best for your niche. But here are a few suggestions to give you some ideas:

- ✓ Start an ezine
- ✓ Create a capture page
- ✓ Contribute to online marketing forums
- ✓ Subscribe to a list building service
- ✓ Write informative articles
- ✓ Create a viral ebook, report or ecourse
- ✓ Ad swaps
- ✓ Pop-up Ads
- ✓ Ezine Ads
- ✓ Guaranteed traffic programs
- ✓ Start a poll
- ✓ Run a contest

This is not an all-inclusive list. There are many more tactics that you can use, but it's a start.

It may take you a little time to produce the best method suited for your site to collect follow-up information, but if you think outside the square, you can quickly grow you list.

Just remember... those people who are the most successful in any venture are the ones who are most imaginative and innovative!

The methods that we have found to be most suited to our business for building a highly targeted email list are the first five methods listed:

- ✓ Create an ezine
- ✓ Create a capture page
- ✓ Using Pop-up Ads
- ✓ Contribute to online marketing forums
- ✓ Subscribe to list building services
- ✓ Write informative articles
- ✓ Creating viral reports
- ✓ Ezine Advertising



You will find that these are the foundation to building a huge opt-in email list and it is these methods that we will be concentrating on in this report.

Whatever your online marketing strategy is, DO NOT forget the follow-up. Even though you may have heard it a million times before there has never been a truer word spoken...

... the money is in the list!

Yes we know this is corny but until you actually see the results for yourself it's hard to comprehend how important this really is!

Start immediately collecting the contact information of your prospects, then get to work developing a simple follow-up system for contacting each of them as many times as you need to make the sale.

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Please don't just shrug off the information you've just read. It could turn out to be the most important advice about your online business that you'll ever receive. It may take time to build a large list but if you persist at it, in time you will get there.

In fact take a break and spend a moment to digest what you've just learnt. It is the most important step you will take to creating a successful online business.

Next we will review some killer tools and resources that you will need before you can begin building your "**money train**" (your opt-in email list). We'll even show you where you can grab them for next to nothing!

**All the Services, Products, Tools and Resources You'll Ever Need to
Run a Profit Hungry, Money Making Internet Business...
*for Less Than the Cost of a Candy Bar per Day!***



Killer Resources and Tools You Need to Build Your Money Train!

Now that you've had a small break let's review what you've learnt so far.

You discovered the number one reason why most online businesses fail. You also learnt how to implement a simple strategy that will not only give you a chance to succeed, but create the opportunity to earn a massive online income by building your own personal "money train", a.k.a. your opt-in email list!

But... before you can start making money online with your "money train" you need to grab the right "tools of the trade".

This is where we may have gotten a little ahead of ourselves. Some people who are new to this "internet thing" haven't yet acquired the necessary resources or tools to start building their subscriber lists.

So in this chapter we will discuss what resources you need to have before you can start the follow-up process.

Now if you were a tradesperson you'd know that you have to fork out big bucks to get high quality tools. But this wouldn't worry you because you know that in the end it's worth it, because as with most things, you only get what you pay for.

In other words, if you expect to create a professional job you have to use professional tools.

But that begs the question... if you're on a tight budget, but still want the best tools or services available to run your business, what do you do?

How can you grab professional quality tools at budget prices?



You're about to discover how you can grab all the killer quality resources and tools you'll ever need to start building your "money train", as well as anything else to do with your online business, at throw-away prices.

So... what quality tools do you need and where can you find them at bargain basement prices?

Basically there are three services that you'll need to build your profit making opt-in email list:

⇒ **Web Hosting Service**

Yes we know. This is fairly obvious. But nonetheless it is a very important component of your business and the decision on what type of service you use will have a major impact on the future success of your online business. So it needs to be taken very seriously.

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You can basically classify web hosting services into two categories, free hosting and professional hosting. To work out what service is best suited for your business you'll need to decide what type of features and benefits you'll need to run your business.

If you use a free hosting account, you won't be able to use your own domain name, you will find it almost impossible to get listed in the search engines and you'll appear to your visitors as an amateur and they will be reluctant to take you seriously.

Don't get us wrong. Free web hosting can form an integral part of your marketing strategy but not as your primary service. If you want to be seen as being serious about your online business, we highly recommend you grab yourself a professional web hosting service.



Your professional web hosting service should be able to provide at least 10GB of bandwidth, 500MB of space, as well as the usual technical benefits such as Cpanel, PHP, MySQL, 99.9% uptime and other features.

Sure you may pay a little more per month for this type of service, but just like a tradesman needs high quality tools to make a professionally finished product, you need to be seen as being professional to your visitors so that you can deliver what your customers want.

There are many great web hosting service providers on the net. Open up your internet browser, go to Google and perform a search for "web hosting" and you'll get over 6 million pages of results.

As you can imagine, finding a good professional web hosting service from all these pages can be a difficult and time consuming process, and most times it can be hit or miss if you get the right one.

[To help save you time here are a few of the better ones for you to check out!](#)

⇒ **Unlimited Autoresponder Service**

Firstly let us explain what an autoresponder is.

Basically an autoresponder is an automatic ecommerce management system that allows you to place your follow-up system on autopilot, so you can concentrate on other areas of your business or family activities.

All you have to do is place a special form on your web pages to capture the contact details of your visitors and it will automatically manage your email list by inserting and removing contacts as necessary.

You can also pre-program hundreds of messages that can be sent to many thousands of people on your list at the same time on any day in the future, starting from when your visitor first subscribed.

Included in most web hosting services is a fairly basic, low cost, limited autoresponder. While this may suit the needs of "hobby" sites, it is not designed for multiple contacts or multiple accounts. These are not true follow-up autoresponders.

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You can also get a variety of “free” autoresponders but for reasons similar to those mentioned in the above paragraph, unless your running a hobby business, it is best to avoid these services.

As a serious marketer you will need the benefits that only a professional, unlimited autoresponder service can provide. This will allow you to set up unlimited accounts, unlimited message sequences and professional list management so you can place your follow-up system on autopilot.

The key benefit of using this type of software is that you will be able to manage literally thousands of email addresses at the touch of a button to place your subscriber management process on complete autopilot.

This service will automatically add all incoming requests for info into any one of an unlimited number of autoresponder accounts that you can set up for your own specific purposes.

It may take some time, but you will find that the benefits of an unlimited autoresponder can quickly become your biggest time saving feature in your online business.

[Here's a list of autoresponder services for you to check out!](#)

⇒ Professional Ad Tracking

You may be wondering what ad tracking has to do with building an opt-in email list?

Put it this way... by simply using an ad tracking program we were able to increase our visitor to subscriber conversions by 465%. If we could show you how you could do the same would you be interested? Of course you would!

So... how did we do this?

Everytime that we make any changes to our webpages we track the results using an ad tracking program. By using this program we are able to instantly see how many people are visiting a particular page or clicking a particular link on our site, compared to the actual results we were achieving.

For example...

Not so long ago we wanted to convert more visitors from our capture page at [Infinite Revenue](#) into subscribers to our ezine. So we created another page almost identical to the original page, apart from a few changes to the headline.

We then created a split test using an ad tracking program to create a special tracking link that we could use in our marketing to test the response to our site. This link automatically rotated visitors on a 1:1 basis between the two sites that we had created without the visitor ever knowing the difference.

By using this code we were able to easily track how many visitors we were getting on each page, as well as allowing us to track the subscriber conversion rate for each page. All we had to do was simply login to the ad tracking program and check the statistics for the tracking code.

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This gave us a full breakdown on everything we needed to know and all we had to do was test and tweak the capture page until we were comfortable with the level of conversion rate, which by the way is now over 24%!

If you aren't tracking, testing or tweaking your webpages to improve your conversion rates then you could be missing out on huge amounts of subscribers, customers and profits. We suggest you seriously consider reviewing your tactics to include this in your overall marketing plan.



[Here's list of quality ad tracking services for you to check out!](#)

Well there you have it.

You now have the option of either grabbing all the abovementioned services you need to run your business separately, which will cost you over \$49.95 per month. (This doesn't take into account other services or products you'll need to run a successful online business, which could add up to a further \$70 per month)

Or...

... you can do what savvy marketers are doing and use [Infinite Revenue](#), an all-in-one internet marketing solution. You'll get all the tradesman quality tools you need to run a professional online business, including professional web hosting, unlimited autoresponders, unlimited ad tracking and your very own customisable plug-in profit site for one low monthly fee.

Plus as a bonus you get your own fully customized weekly newsletter that you can personalize with your own details and send it to your own list, bucket loads of reprint right products worth thousands of dollars, search engine optimisation reports and much more. All this is valued at over \$120 per month...

... but if you hurry you just may be able to grab a special \$4.95 membership trial offer. But this is only available for a limited only so you need to hurry before you miss the boat!

[Click here to get the full details](#)

Learning how to set up an internet business from scratch is far beyond the scope of this report. This can be a complex process and at times can be very confusing to anyone who is just starting out.

The best guide that we have found on the net for anyone who wants to know the EXACT step-by-step plans needed to set up an online business from scratch is [Internet Success Blueprint](#) by Neil Shearing.

This blueprint gets our highest rating and if you are confused with what you are finding, then we highly recommend that you check it out and grab yourself a copy today.



How to Convert Your Visitors into Subscribers

We now start to get into the nuts and bolts, where you'll unearth some "simple but powerful" methods that you can personally use to power up your "money train".

In the past you may have heard many marketers say that website traffic is the life-blood of an online business... without it your business will surely fail. While we agree that website traffic is very important, it's not the KEY factor in your success!

We know of sites that are driving tens of thousands of visitors to their site each and every month yet they are barely making enough to pay their expenses. Then there are sites that get less than one third of this traffic and yet they are making huge profits every month.

What's the difference between these sites? Why does one site struggle to make any real money while the other is making huge profits with much less traffic?



To put it bluntly... it's the size and quality of their opt-in email list!

To put this into perspective let's look at an example:

If you were promoting a \$30 product on your site and through your marketing skills you were able to drive 5,000 targeted visitors to your site each month, even if your sales copy was outstanding, on average you could expect to earn about \$600 in sales ($5,000 \times 2\% \times \30).

To put it another way, you'd be earning 12 cents per month from every visitor that visited your site.

But if you were to capture the contact details of your visitors, so you could contact them at a later stage, you could substantially increase your earnings per visitor by creating backend sales. You could finally have a chance to break out of the rat race and start living your dreams!

Let's say that of your 5,000 visitors, you were able to convert 20% of these to potential customers by placing them in your opt-in email list. This would equate to 1,000 new subscribers to your list each month.

If you have a highly targeted opt-in list and you contacted them regularly to build trust and provided them with quality offers, each subscriber on average could be worth between \$1 - \$2 per month.

If we use the formula that each subscriber can be worth up to \$1.50 per month, your 5,000 visitors could suddenly be earning you up to \$1,500 per month in profits... or 30 cents per visitor!

That's an increase of 250% in profits... all without increasing the number of visitors to your site!

Now just imagine if you could convert 30%, 40% or 50% of your visitors to your opt-in list. All of a sudden you could be earning up to \$5,000 per month.

Does that spark your interest? It should!

Do you now understand why the absolute number one priority in your online business should be to build a large opt-in email list!

So... how can you convert your current visitors into subscribers?

One method is to create a "CAPTURE" page that entices your visitors to subscribe to your ezine, report or ecourse. This is not the only way to build your list but it is a good start. (We will be discussing other methods at a later stage)

It is highly recommended that your capture page be the first page that your visitors land on when they arrive at your site. This way before they can receive your ezine or download your report or ecourse they must complete and submit a form that automatically places them in your email list via an autoresponder.

Now before you start complaining that this will drive your visitors away and they won't get a chance to see your home page you need to look at the big picture for a minute. If you can't convince them to sign up to join your free ezine, how are you going to convince them to purchase a \$30 - \$100 product?

The sole purpose of your capture page is to "capture" your visitors contact details by convincing them to join your opt-in email list. Once they have agreed to opt-in to your list, you can redirect them to an alternative sales page.

But as far as your first contact with your visitors is concerned nothing else matters other than to get them to sign up to your list.

With this in mind, how do you craft your capture page to increase your conversions? How do you convince your visitors to opt-in to your list?

In the next few chapters we answer this very question!

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Run a Profit Hungry, Money Making Internet Business...
*for Less Than the Cost of a Candy Bar per Day!***

**Join The *Hottest* Membership Site
on the net for a CRAZY **\$4.95**
THOUSANDS OF DOLLARS WORTH OF PRODUCTS AND SERVICES AWAIT YOU!**

Why it's Imperative That You Start Your Ezine Today!

As you may know, 95% of online business owners fail to make any money online because they don't take any action. They sit back and take a passive approach to marketing, waiting for their customers to come to their site and purchase their products.

Smart marketers know that to be successful you need to be aggressive. They know that they need to build an opt-in subscriber list so that they can build a relationship with their potential customers by providing quality information to convince them to purchase their products at a later date.

One of the most effective methods of building a huge opt-in email list and providing high quality information is with an ezine!

An ezine is a newsletter that is emailed to a list of subscribers. It is usually free and contains various articles and tips on your chosen subject. Virtually all the top successful internet marketers have and promote their own ezine.

Just take a moment to think about that.

Do you think they would continue to produce their own ezines if there wasn't something in it for them?

But I'll be honest with you. Providing original content for an ezine can be a lot of work. However it's well worth the effort. Not only will it provide your readers with unique content, it will also enable you to build your credibility and gain your readers trust by sharing your expertise.

The key to keeping your email subscribers interest is to provide quality articles and tips that teaches or informs your subscribers about your subject matter.



If you've already created your own ezine and you're looking for articles or resources, listed below are some sites that offer free articles and tools on a variety of subjects:

[Handbook of E-zine Publishing](#)

To save you valuable time the good folks at Ezine University have written the Handbook of E-zine Publishing, which is a high quality comprehensive guidebook on the details you need to become an ezine expert.

[Newbie Guide to Publishing an Ezine](#)

This is a guide written by David Hallum and his work takes you through the basics and beyond... and even gives you content to include in your own ezine.

[Newz2me Newsletter Templates](#)

Plain text templates free for you to use when creating a newsletter or ezine for your site. Includes content, articles and tutorials.

[Spam Check Tool](#)

Great free spam check tool that allows you to submit your email messages or ezine to check whether it will get past the spam filters.

[Format It](#)

Great free time saving tool that allows you to format or reformat articles that have been previously formatted so you can copy and paste them into your newsletter with minimum fuss. (provided you follow copyright protocols)

Here's a list of popular sites to obtain free articles and content:

<http://www.web-source.net/article-announce>

<http://www.egroups.com/group/free-content>

<http://www.e-zinez.com>

<http://www.drnunley.com>

<http://www.ezinelisting.com>

<http://www.success-doctor.com>

<http://www.ideamarketers.com>

<http://www.bestezines.com>

<http://www.goarticles.com>

<http://www.ezinearticles.com>

Remember... if you do decide to use articles written by other authors in your newsletter, you MUST include the author's resource box. Under no circumstance should you ever use someone else's content without giving them the relevant credit.

Up until now there's never been an easy way to create your own ezine. The only option was to spending countless hours every week slogging away creating your ezine.

But what if you no longer had to worry about creating your own ezine? What if you no longer had to spend hours every week researching your topic to write new content? What if you no longer needed to scour the net each week for new resources or online tools for your subscribers?

Imagine if you could find someone who would be prepared do all this for you... for free!

As a member of [Infinite Revenue](#) you receive a fully customizable, ready made pre-written weekly newsletter that you can call your very own. All you have to do is plug-in your own ads.

That's it! Everything else is done for you.

Your ezine name, your website URL, your email address, your name are all automatically inserted for you. All you have to do is insert any ads you want in the ezine and then copy it into your autoresponder and send it to your list.

There's no need to worry about having to write articles, no need to search for useful marketing tips or strategies. No need to scour the net for interesting downloads or resources. It's all done for you!

[Click here to check out a sample](#)

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In affect you have instant tips, articles and downloads ready to be automatically sent out to your opt-in email list. No effort, no dramas, no hassles... and the best part is that YOU look like the expert.

You may decide to add in a few paragraphs you wrote yourself to the top of the ezine or do an editorial section just to give it a touch of your personality. But only if you have time or want to!

All you have to do is become a member [Infinite Revenue](#) and not only will you receive virtually EVERY product you'll need to run an internet business, you also get your very own ready made, plug-in weekly newsletter at the push of a button.

Creating your own ezine gives you a chance to duplicate the success of successful internet business owners in an even shorter timeframe so you can be amongst the 5% who succeed and not one of the sheep in the 95% who fail!

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Crafting a Subscriber Sucking Capture Page

Ok... now that you're aware of the importance of creating your own ezine you need a way to entice your visitors to subscribe to your email list. In this chapter you'll discover EXACTLY how to craft a subscriber sucking "capture" page so you can start building your own "money train".

What you're about to learn is EXTREMELY important and you need to completely understand that this information will form the basis of any successful capture page or sales letter you'll EVER write.

What you need to understand is that 98% of people purchase products on emotion and then justify their purchase with logic. In other words they buy something because they WANT to (emotional), not because they need to! (logical)

Here's a very simplistic example of what we mean...

Think about the last time you bought a bottle of soda. I'm sure you justified your decision to buy the soda with the logic that you were thirsty and that you NEEDED a drink.

In REALITY, you bought the soda because you liked the taste of it (emotional), so you justified your decision by saying that you were thirsty. You could have easily had a drink of water, which would have been the LOGICAL thing to do... right?

Get the picture!

So in order to your visitors to subscribe you must find a way to get the attention of your visitors. Your capture page must have a compelling headline and sales copy that targets their emotions. You need to be able to convince them that you have the answers to fix their problems.

But to do this you first need to know what their problems are. In other words... you need to walk a mile in your visitors shoes so you know...

- what it is they are seeking?
- what it is they want to know?
- what did they come to your site to learn?
- what are the main benefits that they will receive?
- how can you help them to achieve their dreams and desires?



Now tests have proven that you only have approximately 8 seconds to convince your visitor to read your copy. After this time your visitor will happily click away to another site... which will more than likely be one of your competitors!

So once you have identified WHO it is that you are targeting and WHAT it is they desire, you need to create a compelling headline that clearly identifies your NUMBER ONE benefit. It needs to grab the attention of your visitors so that it virtually forces them to read the body of your sales copy.

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Once you have crafted your headline you need to briefly explain the benefits of your ezine, report or ecourse to entice your visitors to opt-in to your list. You can do this by initially writing down ALL the benefits of your publication or product in dot point form...

... then select 6 - 10 of your best benefits and write a brief 3 or 4 line summary on each point!

Remember... you need to target the emotions of your visitors by identifying their problems and then explain how you can help them achieve their goals.

By the way... apart from your quality free report or ebook that you maybe already offering, don't offer any additional FREE bonuses to entice your visitors to subscribe to your list!

If you do this all you will get is a list full of freebie seekers. Freebie seekers have no intentions of ever purchasing anything from you. Don't get us wrong. We're not saying that you can't help new marketers who are still trying to find their feet but aren't yet prepared to commit.

What we are saying is that you only want highly targeted responsive subscribers who are genuinely interested in what you have to offer so you can maximize your profits.

Once you have created your capture page a great strategy for increasing your subscription rate even further is to use what has been coined as the "Profit Loop System".

This strategy is highlighted in Ewen Chia's [Mini Ebook Secrets](#), which shows you the secrets to creating your own viral mini-ebook or report in less than 24 hours so you can start building a massive opt-in subscriber list at light speed.

[You can check it out here!](#)

When you have created your page you need to upload it to your website and rename it as your index page, taking care not to overwrite your existing index page. Then begin driving targeted traffic to your site and start building your "money train".

Here are a few examples of some excellent capture pages that have no other purpose except to capture the visitors details by enticing them to opt-in to an email list. The ad copy almost FORCES the visitor to sign up to whatever they are selling.

(You don't need to signup, just use some of their ideas. But don't copy them exactly... otherwise you may get yourself into hot water)

<http://www.1cellnet.net.nz>

<http://www.turnkeymoney.com/7steps.htm>

<http://www.infinite-revenue.com>

<http://www.secretstotheirsuccess.com>

Summary

In summary here are the four KEY steps you need to follow to create a subscriber sucking capture page:

1. Your number one priority is to obtain the contact details of your visitors. The simplest way to do this is to create a capture page that asks your visitors to complete a form that places them on your email list.
2. You only have 8 to 12 seconds to convince your visitors to stay on your site. So you need to have a compelling headline outlining your number one benefit to encourage your visitors to remain on your page.
3. List the benefits of your ezine, report or ecourse so that it tugs at the emotions of your visitors to entice them to sign up to your opt-in email list.
4. You only want highly motivated and responsive potential customers on your list, so do not offer additional bonuses to entice your visitors to download your free report, otherwise all you will get is freebie seekers.

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Pop-ups - an Excellent Alternative to Using a Capture Page to Build Your Money Train!

Occasionally we receive queries from our valued subscribers or customers about the benefits of using a capture page versus using alternative methods for building a subscriber list. Some of them just don't feel comfortable using a capture page as their main index page.

Their concern is that if their visitors decide not to sign up for the free newsletter or report, their visitors will never get to see their main page and they will won't have the opportunity to make the sale.

These are not isolated cases and we have no doubt that many others feel the same way. So in this chapter we are going to discuss an alternative to using your capture page as your main index webpage for capturing the contact details of your visitors.

The only realistic alternative to using a capture page is to use pop-ups.

Note - Regardless of what method you use, it goes without saying that you still need to place a subscription form in your main page and any other page you can. In this chapter we're focusing on alternative options other than this method.

Whether you love 'em or hate 'em there's no denying that pop-ups work! If you're not familiar with what a pop-up is they're those (sometimes annoying) pages that pop up when you enter or exit a web site.

I'm sure you've seen them before. 😊

Yes we admit that at times they can be annoying. And yes there are heaps of programs around that block pop-ups. But if you use the right type of pop-up, and you use them correctly, they can have a major impact on the success of your online business.

Listen... we could waffle on an explain that the code that puts these little beggars on your web site is called JavaScript, which is a programming language that does all kind of weird stuff... yada yada yada!

But don't worry... unless you're a computer programmer you don't really need to know about all this mumbo jumbo. For the purpose of this report all you need to know is that they WORK.

So what are the different types of pop-ups that available?

Entrance Pop-Ups

An entrance pop-up is just a fancy name for the little window that pops up when you enter a website.

The most effective use of an entrance pop is for capturing the contact details of your visitors and placing them in your opt-in list.

For example... if you have a newsletter or ezine (which you SHOULD have) then you could use the entrance pop-up to entice visitors to subscribe to your list by offering a special time sensitive bonus.

Explain that they will receive a free high quality free gift simply by entering their contact details in the online subscription form to subscribe to your list. Then let your autoresponder do all the work for you by programming it to fire the bonus download details to the email address supplied!

Pop-Unders

A less intrusive method of using a pop-up is a pop-under. As the name suggests, a pop-under is a webpage that pops up underneath the site that your visitor initially landed on. This is the preferred use of the standard pop-up as it doesn't annoy your visitor or detract from the initial message on your site.

Once your visitor has finished reading your sales copy and closes the window or exits your site, they will see the page you're promoting in the pop-under window. They can then make a decision whether or not they choose to check out the webpage.

Hover Ads or Fly-in Ads

As you may know, some major companies have installed pop-up blockers on their servers, which has severely reduced the effectiveness of standard pop-ups. To add to this, popup blocker software is now freely available all over the net and it has been estimated that up to 75% of all pop-ups are blocked and never see the light of day.

In other words, only 1 out of every 4 customers to your site will ever see your pop-up ad and basically you will miss out on the opportunity to obtain 75% of your visitors details. Ouch!

In effect this has sounded the death knell for standard pop-up programs. But as with all things technical, there is a solution.

Enter the new generation pop-up, commonly known as the hover ad or fly-in ad!

With the advent of new technology the hover ad has been design so that it is impossible for pop-up blocker software to block these ads (at the time of writing). This has made them the number one contender to replace the former title holder... the standard pop-up.

Now we won't go into the technical details of why they can't be blocked. To be honest we haven't got a clue and don't understand it ourselves. All you need to know is that they can't.

So what actually is a hover ad or fly-in ad?

The hover ad is a form of genetically modified pop-up that appears when you enter a website, similar to that of the standard pop-up. The difference is that they can slide in from the side, drop down from the top, shake and shiver, act as a post-it-note or magically fade-in to the middle of your screen.

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They are a very effective promotional weapon and not only can they increase sign-ups, but they can improve sales by enormous margins. Some websites claim that by using this method they have been able to increase sign-ups by up to 800%.

Now in all honesty we haven't seen an increase of these proportions but we can say that sign-ups have increased significantly using this method.

If you want to see what they look like, check it out at:

<http://www.infinite-revenue.com>

If you're interested in using hover/fly-in ads listed below are a few options for you to check out. Or if you'd rather do your own research, simply use your favorite search engine to search for the term "hover ads" and check out the results:

[Float-In Window Generator](#)

This is the program that we use on our site to create our pop-ups with great success. It's also one of the few new generations pop-up programs that come with master resell rights so you can resell it to your customers. If you're looking for a way to grab your visitor's attention and boost your sign-ups, then we recommend that check it out.

<http://www.slideinadgenerator.com>

This is a great alternative to the hover ad style and it has all the necessary options you need to entice your visitors to take the action you suggest. You can download a free trail version [here!](#) The only downside is that you can't set the session cookie to limit the number of times it appears on your visitor's screen. This could be very annoying for your visitor, particularly if you have a pop-up on every page of your site.

<http://www.jwinc.com/popupmaker.html>

One for the budget conscious. You can download a free exe program that generates the script you need to place on your site. The design is not as professional as others, but if you just want to do a test on your site before you commit, then this is a good place to start.

<http://www.marketingtips.com/hoverad>

A higher end product that does the same job as the others, but offers the added bonus of support being provided from one of the best in the business. Also offers a number of pre-loaded templates.

The hover/fly-in ad strategy is an excellent alternative to using your capture page as your main index page as it offers the best of both worlds. Your visitors instantly get to see your main offer, PLUS you get the opportunity to capture their contact details using the hover ad technique.

Just check out the sites of the heavy hitters such as Terry Dean, Corey Rudl, Marlon Sanders etc. They all utilize the new generation pop-up technology on their pages. Do you think they would be using this strategy if it wasn't working?

Of course it's a personal choice as to whether you use either a capture page or the hover/fly-in pop-up technique to capture the contact details of your visitors. Which ever you choose is not important, but what is important is that you use at least one (or both) of them in your overall strategy to build your Money Train.

Maintaining the Integrity and Quality of Your Opt-in List

The feeling you get when you receive notification of your first subscriber can be very exhilarating. In fact it can be quite intoxicating and it can motivate you to develop even more new and unique methods of gaining additional subscribers.

But before you get too excited you have to quickly make a decision on how you intend to maintain the integrity of your list... to ensure that it only contains REAL email addresses from REAL people... and to protect yourself against Spam complaints.

Listen... people WILL use fake email addresses to subscribe to your list just to grab your free offer. This will falsely inflate the size of your list and impact on the sales conversion rate of the offers you send out to your list.

There's nothing worse thinking that you have a list of 5,000 genuine subscribers, when in fact 1,000 of these have never even read your offer because they've never received your emails.

Even worse still... if you sell solo ads in your ezine your advertisers won't be very happy with their conversion rate as they will not be reaching as many subscribers as you stated and your credibility will suffer.

Another problem you may face when you begin building your list is you may receive an unwarranted Spam complaint. Don't be offended by these actions! It's a universal problem that plagues all online business owners.

As long as you have implemented the correct procedures to ensure that you only receive genuine email addresses and are able to document the subscription details of your subscribers you will be protected from any Spam complaints.

But the question is... how can you do this?

How can you maintain the integrity of your opt-in list to ensure you only receive REAL email addresses AND protect yourself from Spam complaints?



This is not as difficult as you may first think. Basically there are two things you need to do:

1. Use Double Opt-in Subscription

So what the heck do we mean by double opt-in?

Double opt-in is a process that your subscribers must follow before they are accepted into your list. When they first request to be subscribed they provide their relevant contact details in a web form or script located on your website.

When they submit this request an automated response then fires back an authorization email to the email address that they provided. This not only ensures that this is a working email, but it also ensures that they must click on a link

contained within the email to confirm that they agree to receive information from you.

This also ensures that person who filled out the subscription form is also the person who owns the email. This prevents 'practical jokers' from signing up all their friends to your newsletter without their permission, or worse, some unscrupulous competitor from signing up people at random in the hope that you'll be accused of spam. By the way... this does happen!

Until they complete this two-part process they WILL NOT be placed in your list.

Hence the term "double" opt-in.

Now before we go any further you need to understand one very important fact. Implementing a double opt-in subscription method won't stop Spam complaints. I'm afraid it doesn't matter what you do or how you do it, there is always a possibility of receiving a Spam complaint from someone who has genuinely forgotten that they have subscribed to your list.

But if you use the above measures to build your list and you've only sent your emails to those people who have specifically requested it, you're virtually guaranteed to be protected against any complaints.

The E-Publishers Survival Kit is a great free report that shows you how to minimize Spam complaints and defend yourself against false accusations.

[You can download your free copy at here!](#)

Download a copy of the CANSPAM act to ensure that you know exactly what your requirements are so that you comply with the new laws. [CANSPAM Act](#)

2. Blocking certain email domain names

As mentioned previously it is important to manage your list to ensure that it only contains working emails so that as many subscribers as possible have the opportunity to read your follow-up emails and backend offers.

Unfortunately not all information submitted by your visitors when they subscribe to your list will be correct. Some people will accidentally type in the incorrect email address while others will intentionally give you the wrong information.

If you have already started to build your email list you may already be receiving "undeliverable" messages from your autoresponder program. These are caused from "dead" or "bounced" emails resulting from bad email addresses.

The reason your subscribers provide incorrect information is not important. You just have to be aware that this does happen.

Now if you are using the double opt-in method for your subscriptions then this won't be a problem. Unless they provided the correct email address when they subscribed they will never receive the confirmation email and therefore they will never be included in your list.

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You will also find that others may use free email account, such as .aol, .usa, .yahoo, .hotmail etc, to subscribe to your list. Some of these subscribers have no intention of reading your follow-up emails. Once they receive your free offer they then cancel their email account and never get to see any of your follow-ups.

There are even domains that are notorious for automatically blocking bulk emails sent to their server. They assume you are spamming their clients so they just block them without your subscriber's knowledge and they never get the chance to check them out. Worse still someone from these same domains may even accuse you of Spam and try to shut you down.

If your autoresponder service allows you to restrict the use of the domain names of your subscribers email addresses, then you will have no problems controlling the quality of your list. You will be able to simply restrict the use of these emails during the subscription process.

However most autoresponder services don't have this feature. So what can you do to maintain the integrity and quality of your list?

Fortunately there is a simple solution... [Double Opt-In Manager!](#)

Double Opt-In Manager is a unique web based program that allows you to control who, when and how people subscribe to your list. From the time your subscribers enter their contact details into your web based form their details are permanently recorded on your own server as proof that they personally opted in to your list.

Details recorded include their name, email, ip address, phone, home address, date and time. This information is saved on your own website so that you can access this information any time you want.

Even if your autoresponder already offers this service it is recommended that you have a back up so that you have *immediate and unrestricted access* to your own records. The advantage of this is that if your autoresponder service goes out of business or you change services, you will still have the subscription details of all your subscribers so you can defend yourself against any false accusations.

[Double Opt-In Manager](#) also lets you control exactly who subscribes to your list. You can blacklist any email domain so that you chose what email addresses you will allow to subscribe to your list so that you have full control over the integrity and quality of your list.

And in case your wondering... YES, Double Opt-in Manager is fully compatible with your existing autoresponder, as it is a web-based script that sits on your server and does not impact on any services you use. To be honest it will probably compliment your existing autoresponder service by provide a safety net against any false accusations or complaints.

If you haven't already implemented some form of email protection, then as an internet marketer it is your responsibility to make sure you have. The last thing you need is to see all your hard work and profits go down the drain, all because of one "off the cuff" unfounded Spam complaint.

You owe it to yourself to at least weigh up your options and check it out.

[Double Opt-In Manager](#)

Secrets to Building a Highly Targeted Opt-in Subscriber List

Ok. Now that you've learnt how to set up your site to capture the contact details of your visitors, lets get down to the nuts and bolts and focus on how you can significantly increase your laser targeted opt-in email list in double quick time.

There probably isn't a successful internet marketer alive that doesn't have a sizable targeted opt-in email list. And throughout this report you've heard us, and probably hundreds of other marketers, preaching the virtues of building your list.

You know the stuff...

"the money is in the list..."

"if you want to be successful you must have an opt-in list..."

"up to 80% of your sales will come from your list..."

... yada, yada, yada!

Well all of this is 100% true. But...

There is one other key element to this puzzle that you must understand if you want to make it as an internet marketer. Simply going out and building an email list anyway you can WILL NOT automatically make you a fortune!

You see it's not so much the size of the list that matters...

...it's the QUALITY of your list that counts!

In other words, growing your list to 10,000 just by going out and buying leads willy-nilly and grabbing untargeted subscribers will not make you rich and famous!

For example... there are marketers who have lists that number well over 45,000 subscribers and while they do make some money from their lists, they struggle to make any real money.

Then there is someone like Dave Vallieres who has a relatively small list of 10,000 subscribers yet he makes \$15,000+ online each month. Now that's REAL money!

HINT - If you ever get the opportunity to take Dave Vallieres online coaching course, grab it with both hands. It's not cheap, but it's HIGH QUALITY and one of the best online course's that you'll ever find that show's you EXACTLY how to make money online!

We were two of Dave's first students and we highly recommend it to anyone who wants to build a successful online business. You can check out his site and jump on his mailing list at: <http://www.infoproductlab.com>

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So what's the difference between the two marketers? Why is it the one is able to make a decent living online while the others struggles to cover costs?

The difference is in the quality of the list. You NEED to build a laser targeted, highly responsive opt-in list that is totally focused on your niche... and not full of people who are simply chasing freebies!



There is no single best method to achieve this outcome. You need to implement a number of methods that combined will build a large list of motivated subscribers.

One such method of building your highly targeted responsive email list is to use co-registration services. A co-registration service is, in basic terms, where an ad for your ezine will pop-up on other websites that are focused on the same niche as yours and visitors will have to consciously subscribe to your list.

Some services charge a small monthly fee, while others are free. Either way... these offer you a quick start so that you can IMMEDIATELY begin building your list.

The secret to using these services is to ensure that you only target subscribers who are looking for EXACTLY what you have to offer. The best way to do this is to NOT mention the word free anywhere in your ad copy.

This will deter any freebie seekers who may never have any intension of buying anything from you and ensure that only visitors who are seeking exactly what you have to offer will sign up to your list.

There are many such services on the net but listed below are the ones that we've personally used and have had the most success with. This has allowed us to significantly increase the size of our lists.

⇒ [Pushbutton Leads](#)

This is our preferred choice. It's a monthly membership type service that charges a flat rate monthly fee of \$19.95 per month. This allows you to place an "ad" for your ezine or ecourse in a rotating list script that is displayed on highly trafficable websites.

This service has proven to be very successful for our businesses and at the time of writing our current stats indicate that we have had 13,136 page views in just a few short months.

The number of actual signups you receive will depend on the level of demand in your particular niche and how well you crafted your ad copy. If you've created an attention grabbing headline and a well-written description, you can expect a conversion rate of between 1% and 10%.

We have found these to be very responsive subscribers at a price that represents excellent value.

⇒ [ListBuildersPro](#)

This is a paid service that is very similar to PushButton Leads. You pay a fee for advertising your ad on a network of sites and visitors have to physically subscribe to

your list. With this service you have the added option of choosing between single, double or triple opt-in subscribers.

We highly recommend that you choose at least double opt-in at the very minimum. This means that before any subscriber details are forwarded to you they have gone through a rigorous filtering process to ensure they are genuinely interested in your ezine.

Not to mention that you will be protected against any future Spam complaints!

You can start receiving up to 250 new double opt-in subscribers for as little as \$41.95 per month. So if you haven't yet started to build a large targeted opt-in email list, then now you've got no excuse.

⇒ [ListFire](#)

This is a free service where you place a script on your webpages that automatically opens a pop-up window when a visitor enters your or other webmasters sites. The visitor to the site then has the option of subscribing to any number of ezines or courses listed in the popup by ticking a check box beside each ad.

There is a tracking mechanism in the code on each webpage that identifies how many times the popup has been displayed on your site and this will determine how many views your ad will receive on other sites.

You also receive additional page views for each person you refer to the program. So the number of times your ad will be shown on other websites will increase exponentially as you refer new members.

This is just one of a many number of similar free programs available on the net and they all operate in basically the same fashion.

If you have the resources or a highly trafficable site, these programs can be a highly viral tool and you could increase your subscriber list very quickly. However the downside is that subscribers are not as responsive as not all visitors are genuinely interested in what you have to offer.

Just be aware that anyone can build a huge list by giving away a ton of free stuff as an incentive to get your visitors to sign up to your list. But if your list is full of freebie seekers, how many of them are going to be serious enough to want to purchase anything from you?

As soon as you try to sell them something using your follow-up strategy they'll run quicker than a three legged chicken! 😊

We're not saying that you shouldn't give away free incentives to your list. That'd be just plain BAD advice. By all means give them "presents"... but wait until AFTER they join your list before you surprise them with their free gifts!

We guarantee that if you implement this strategy and limit the bonuses you offer your subscribers, you will see a marked improvement in the responsiveness of your list. Your list may take a bit longer to grow but the quality of your subscribers will increase dramatically.

How Words Can Fuel Your Money Train for Years to Come!

Creating an online cash flow is the goal of most, if not all, online business owners. But this isn't something that happens overnight. It can take many months of hard slog even before you start to see any rewards for your hard work and dedication.

In simple terms, the secret to online success can be measured in the quality and responsiveness of your opt-in email list! Sure... knowing how to craft good ad copy and sizzling emails so you can follow-up with your list is very important... but you've got to have a list first!

Savvy marketers know this! So right off the bat they develop a long-term plan to build the foundations for their business and implement strategies to create the fuel needed to feed their "money train"... a.k.a. their opt-in email list.

So how can you follow in their footsteps and begin to build a solid platform for your business? How can you put measures in place to start creating your own "money train"?

In the previously chapters we've discussed alternative methods to creating and building your optin list. Now we will discuss two of the most reliable FREE strategies of building a laser targeted, highly responsive opt-in email list.

⇒ Writing and Submitting Articles

Writing articles related to your niche and submitting them to article directories is an excellent method of creating non-stop, free targeted traffic to your site and to build a huge opt-in email list. This one strategy alone has the potential to increase your list by up to hundreds of subscribers every week.



Just imagine if an article you wrote was published by an ezine owner who had a list of 50,000 subscribers. Just think of the leverage that you could achieve using this method to capture subscribers to your list?

What if you submitted one article every two weeks for 6 months? Can you see how powerful a technique this is to drive people to your website? What if you drove these visitors to your capture page... can you imagine the type of exposure you would receive?

An added bonus is that your articles will also be placed on other websites all over the net, which will vastly increase your link popularity. This in turn will improve your search engine ranking for your keyword phrases and drive even more visitors to your website.

The potential of this technique is immeasurable and it should be one of your highest priorities.

Gaining tons of visitors from the search engines is beyond the scope of this report. But if you would like to find out more on how you can increase your website traffic

The Money Train Principle - A step-by-step blueprint for building a profitable online business!

with a high search engine ranking then you should check out the power linking strategies by our good friend Jack Humphries.

Power linking is how the professionals market online and Jack's report shows you exactly how he was able to get over 22,000 links pointing to his site and he now receives a constant flow of free targeted traffic (and sales) to his website.

Learn how to get all the website traffic you need with [Power Linking 2: Evolution](#)

Once you have written your article, simply do a search for "article submission directory" and then submit it to as many sites as possible.

If you are just starting out and would like help on how to write and where to submit your articles, then we highly recommend you check out [Turn Words into Traffic](#) by Jim Edwards. It's one of the best resources we have found on the net for writing articles.

Another technique that has proven to work is to visit ezine directories and search the relevant categories for ezines that accept articles and submit your articles to them on a regular basis.

Here is a list popular ezine directories:

<http://www.groups.yahoo.com>
<http://www.ezinesearch.com>
<http://www.bestnewsletters.com>
<http://www.ezinelocator.com>
<http://www.ezinesplus.com>
<http://www.newz2me.com>
<http://ezineadsources.com/submit.htm>
<http://www.listtool.com/cgi/listtool/addlist.cgi>
<http://www.e-zinedirectory.com>
<http://ezine-universe.com>
<http://www.bestezines.com>
<http://www.diysearch.com>
<http://www.ezinesearch.com/search-it/ezine/ezine-add.html>
<http://www.ezinehub.com/add.html>
<http://www.zineconnection.com>
<http://www.homebizandmore.homestead.com/ezinesignup.html>

Here's a list of some popular article listing directories:

<http://www.ideamakers.com>
<http://www.ezinearticles.com>
<http://www.connectionteam.com>
<http://www.addto.com>
<http://www.bestezines.com>
<http://www.makingprofit.com>
<http://www.ezadsuccess.com>
<http://www.goarticles.com>
<http://www.marketing-seek.com>

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There are hundreds of ezine and article directories listed on the net and if you're serious about your business you need to submit to them everytime you write a new article. However this can be a very time consuming task and can take many hours per week to complete.

If you haven't the time to spend hours each day manually submitting your articles or ezine to online directories, there is an easier solution.

[EzineAnnouncer](#) is an article and ezine submission program and is the ultimate tool to automatically submit your articles to over 1,160 ezines at the push of a button.

This can save you hundreds of hours by placing your article and ezine submission tasks on autopilot, instead of manually typing in and submitting your articles or ezine. It doesn't get any easier than this!

[If you're interested you can click here for more information](#)

⇒ Participate in Forums and Discussion Boards

One of the best free methods of gaining highly responsive subscribers is to participate in forums and discussion boards. Why?



People who frequent forums are usually very highly motivated and interested in that particular niche. So if you can get visitors to the discussion board to subscribe to your ezine or download your report, you will be able to build a very highly targeted and responsive email list.

So how do you do this?

Firstly...

You should only participate in highly trafficable and popular forums so that you can leverage your exposure. The easiest way to find the most popular discussion boards is to simply perform a search for "your niche" + discussion board in the search engine of your choice and check out the results.

For example... if your niche is internet marketing, do a search for "internet marketing discussion board".

Next you need to determine the forums traffic by simply checking out its Alexa traffic ranking at <http://www.alex.com>. The lower the ranking, the higher the traffic it is receiving.

You also need to check out how many posts are posted in the forum each day. If items aren't posted on an irregular basis, such as only one or two every few days, then it would be best to find another forum. You need to leverage your time by only participating in forums that have multiple posts every day.

Secondly...

Find the 3 most popular forums related to your niche and then simply post any questions you have or respond with answers to posts from other users. You must

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ensure though that you don't blatantly spam the forum, otherwise you will get banned very quickly.

The KEY to this technique is to place your signature file (or "resource box") at the end of your message every time you make a post. Your signature (sig) file should include the URL of your capture page to entice forum visitors to visit this page and join your list. An alternative is to include an email link so that people can subscribe directly to your newsletter.

By spending one hour per day participating in forums you can drive hundreds of highly targeted, potential subscribers to your capture page every week. This has the potential to increase your list with thousands of highly targeted and responsive subscribers every year.

The downside to this strategy was that it was often very difficult and confusing to keep track of all your postings to online forums. But with the release of new software the whole process can be automated and it is now simpler than ever to apply this strategy.

[Click here for more info on this exciting new software!](#)

There is now no excuse why you can't easily participate in online forums to increase free targeted traffic to your site AND increase your subscriber list.

There you have it!

These two free and easy to implement strategies will allow you to begin laying the foundations for your successful business and to create the fuel you need to feed your "money train" for years to come!

In the next chapter we'll discuss what is perhaps the number one, most reliable, free method of building a highly responsive opt-in email list in as little as time possible. Some marketers have used this method to quickly build a list of over 10,000 subscribers... in as little as 12 months.

If you're starting from scratch and have a limited advertising budget then we highly recommend you do whatever it takes to implement this free strategy.

Your future profits may well depend on it!

**All the Services, Products, Tools and Resources You'll Ever Need to
Run a Profit Hungry, Money Making Internet Business...**
for Less Than the Cost of a Candy Bar per Day!

**Join The *Hottest* Membership Site
on the net for a **CRAZY \$4.95****
THOUSANDS OF DOLLARS WORTH OF PRODUCTS AND SERVICES AWAIT YOU!

The Secret to Start Building a Huge Subscriber List ... in Less Than 24 Hours!

As we have discussed previously in this report, savvy marketers know that the secret to online success lies in the quality and size of their subscriber list! In fact you've learnt that if your list is highly targeted to your niche it can be worth up to \$2 per month for each subscriber.

So you can understand why many new marketers often ask us...

“What is the FASTEST method of creating a large opt-in subscriber list?”

We have no hesitation in answering this question by explaining that the FASTEST method of building a high quality targeted opt-in subscriber list is to create a free VIRAL report that your visitors can download as an incentive to join your list.



A quality free report can be an automatic viral marketing weapon that can multiply exponentially by feeding on itself. It has the potential to multiply your leverage to unlimited proportions and to build a massive, highly targeted opt-in email list at light speed.

Now before you start complaining that you can't write or you're new to the net and haven't yet gained the knowledge to write a report... just listen up for a minute!

Creating a free report is not as difficult as you think!

You don't need to write a 100 page novel that explains the virtues of your selected niche using point-by-point detailed explanations. Sure... if you have the experience or the know how, then by all means do this. But there's no real need to!

All you have to do is write an informative mini-report or ebook of approximately 3 - 20 pages that focuses on a simple solution to a problem within your niche. Then simply compile it into an ebook format or pdf document and offer it as a free download for your visitors.

But here's the rub. To download the free informative report your visitors have to first sign up to your list!

Now can you see the potential of this thing?

What if you contacted an ezine owner who had a list of over 20,000 subscribers and offered them their own free copy of your report that they could customize and rebrand with their own details and affiliate links as an incentive to offer it to their list?

Imagine the huge number of subscribers you could gain using this tactic... not to mention the huge increase in website traffic and potential customers? If only 5% of their subscribers downloaded your report it would amount to a massive increase of 1,000 subscribers virtually overnight.

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Now what if you did this with another 5 or 6 ezine owners that had similar sized lists? You could realistically build a massive opt-in list in a matter of a few months!

If you would like to go down this path and learn exactly how to create your own mini-ebook or report, then we suggest you check out a great resource created by Ewen Chia called [Mini Ebook Secrets](#)

This is a step-by-step blueprint that shows you exactly how to create a mini ebook or report in as little as 24 hours so you can start building your opt-in list almost immediately!

Now we don't normally hype up a product but this is definitely the best ebook that we have seen on this subject and it's something that you definitely should check out!

In case you're wondering, we were inspired to write this report after reading Ewen's report and it's proving to be one of the best decisions that we've ever made. Check it out and make up your own mind [Mini Ebook Secrets](#)

Sure there are many other methods of increasing your opt-in subscriber list but creating a viral report is hands down the quickest, most cost effective and FASTEST free method of increasing your list.

This is not to mention the quality of traffic you'll be able to drive to your site for years to come. But that's another topic for another report.

**All the Services, Products, Tools and Resources You'll Ever Need to
Run a Profit Hungry, Money Making Internet Business...
for Less Than the Cost of a Candy Bar per Day!**



Going from 0 to 1,500 Opt-in Subscribers at the Push of a Button

If you're just starting out and have a relatively small or inflexible budget, building your subscriber list using free methods is obviously the most inexpensive and economical option available to you.

However this can also be a double-edged sword. While using free methods is extremely economical, some methods can also be very slow, tedious and at times very frustrating.

Placing free ads in ezines or FFA pages will gain you far less exposure than other methods, as you will not reach as many highly targeted prospects. Unless you have hours of spare time each and every day, it is not recommended that you go down this path.

Listen... we realize that not everyone has the funds to create a blanket promotional campaign. Sometimes necessity demands that you have to use nothing but free advertising methods. If you have the spare time to do this, then that's fine.

Free is good in moderation and if you choose to use this method as your primary weapon of choice then we have previously discussed a number of excellent ways that you can use to build a highly responsive email list, such as creating mini reports, writing articles, visiting forums etc.

Just be aware that time is your most precious resource and you'll need to manage your time so that it doesn't have a negative impact on your business by wasting your efforts on unproductive tasks. If you don't do this it can (and will) restrict the growth of your business.



As Mark Joyner once said... ***"time is the one thing you can't get back"***.

For those that can afford to spare some cash for an advertising budget, here are a few suggestions to get you started.

We've already discussed a few ways to build your list using paid methods. But one method we haven't yet mentioned has the potential to be the most successful and fastest method of growing your list from 0 to 1,500 subscribers in as little as a few weeks...

... TARGETED ezine advertising

Ezine advertising is a relatively underused resource that can have a major impact on the success of your business. Most people think of using ezine advertising to promote products or services. But how many times have you seen an ezine ad for a free product?

Our guess is not very often.

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Ezines give you an avenue to market to hundreds of thousands of people each week and yet only a very small percentage of marketers use them responsibly to grow their business.

Most marketers just don't understand how most people think. They're only interested in making a quick buck by placing hyped up ads in front of as many people as they can, hoping that someone will click on their link and purchase their product or service.

WRONG!

Most people subscribe to an ezine or newsletter because they're looking for information about that particular niche. They don't subscribe with the intention of purchasing anything. They just want to fulfil their need to acquire information.

If this is the case (and it is) then wouldn't it be better to offer them something of value for free that will help satisfy their need?

Wouldn't it be smarter to offer them the opportunity to download something of high quality for free and then build a relationship with them BEFORE you try to persuade them to purchase your services or products?

If you did this do you think that you would get a higher conversion rate? Do you think that more subscribers would be willing to at least check out your link just to see what they can get for nothing? You bet!

If you use an ezine that is highly targeted to your niche, and you have created a subscriber sucking capture page, you can increase your list by hundreds, even thousands, of subscribers virtually overnight.

So what options are available to you with ezine advertising?

There are three types of ezine advertising:

1. Classified ads
2. Tops sponsor ads
3. Solo ads



Classified ads are by far the least expensive alternative. They are normally 5 lines in length and usually will appear in the middle or towards the bottom of the ezine. The downside is that you may have to compete many other classified ads.

Since your ad may have to deal with loads of competition you will need to ensure your ad stands out from the rest of the crowd. You can do this by working on your copy writing skills and in particular your headline.

As with all ads your headline is THE most important component of the ad. However with a classified ad it is even more important because of the competition.

If you have a powerful headline that is eye catching and appeals to the needs of your potential subscribers, then your ad will produce good results. This is why if you're inexperienced the classified ad is the best place to start your campaign. It's a great learning tool and it won't cost you an arm and a leg if you get it wrong.

Here's an example of a classified ad that we have used on a number of occasions and continues to pull in hundreds of new subscribers every month:

FREE Report Shows You How to Make Money Online

Discover how to build a highly responsive and targeted opt-in subscriber list for maximum online profits...FAST!
Grab your FREE copy at <http://www.infinite-revenue.com>

Notice how the ad points the subscriber to a website. People are very reluctant to send an email to someone they don't know, particularly from an ezine ad. So using a website link is a much more effective method of capturing new subscribers.

Another similar type of advertising to that of the classified ad is the Top Sponsor Ad.

This is similar to the classified ad, however the difference is that it is longer in length (about 10 lines) and is usually placed, as the name suggests, near the top of the ezine. As with the classified ad you will need to ensure you have an eye catching headline and well crafted description to entice your potential customers to visit your website.

Because it has a more prominent position and is longer in length it will normally cost a little more than the classified ad, but as a rule of thumb it normally receives a higher response rate.

This brings us to the third and most effective type of ezine advertising...the Solo Ad.

A solo ad is sent by itself to ezine subscribers without any competition from other advertisers. Not only this but your solo ad is usually an unlimited length, although there may be a limit imposed by some ezine owners.

This by far can be the most effective type of ezine advertising. If done correctly you can literally increase your list by many hundreds of subscribers with just one ad. However the draw back in using this method is that be expensive and depending on the number and quality of subscribers, it can cost you anything from \$10 to \$500 for a single solo ad.

With these costs if you place an ad in an untargeted or poor quality ezine it can be a very costly learning experience.

So it goes without saying that you should only use this type of advertising once you have tested and tweaked your copy writing skills by using classified or top sponsor ads first. Once you are satisfied with the results you are achieving using this form of advertising you can work your way up to a solo ad.

Regardless of what type of ad you use it is imperative that you only seek ezines that are extremely targeted to your particular niche so that you concentrate your marketing on a highly responsive audience.

One Final Word

Well congratulations are in order. You've now almost finished reading this report. But the question now remains... what will you do with the information that you have learned?

If you actively and aggressively pursue the methods mentioned in this report to start building your opt-in email list then we guarantee that you will see an immediate increase in the number of subscribers on your list.

Once you have built a large list, it's just a matter of selecting the right backend products and crafting good sales copy to entice your subscribers to purchase what you are promoting.

While writing good ad copy is beyond the scope of this report, a great resource that takes you by the hand and shows you exactly in real time how to create professional order pulling ad copy that will have your subscribers clambering for their wallets is [Carefully Crafted Email Copy](#).

This is a very important component of creating a successful online business and if you learn how to write a powerful email ad copy it's not uncommon to boost sales by over 300%, simply by knowing how to communicate with your potential customers.

If you're interested in learning how to increase your profits with the art of creating professional emails and sales copy, then check out [Carefully Crafted Email Copy](#) and make your own mind up.

Once you have a good grasp of how to craft enticing ad copy and taken the following five steps to create a solid foundation for your online business, then you're well on your way to creating your very own unstoppable "Money Train":

- ✓ Created your subscriber sucking capture page
- ✓ Set-up a web hosting account
- ✓ Purchased an unlimited autoresponder so you can set-up your subscriber account
- ✓ Using a professional ad tracking service to test and tweak the effectiveness of your ad copy and promotions
- ✓ Implementing the methods identified in this report to drive visitors to your capture page



If you have already put these steps into action, then you're well on your way to success and you should be congratulated. If you haven't, then if you are to succeed you need to!

Once your "Money Train" has gained momentum it will continue to create a massive online cash flow on autopilot. The only time that it will slow down is when it makes regular stops to off-load cash into your bank account. 😊

Now we don't want to give you the false impression that if you do what is mentioned in this report then everything will go according to plan and you will end up smelling like roses. Unfortunately it just doesn't work this way.

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Whatever you do in life there will always be obstacles placed in your path that will test you. Sometimes it will be very difficult to focus on your goals and objectives and you will be tempted to throw it all in and just walk away.

If you find that you are at this stage, just stop and ask yourself why you started to do this in the first place? Remind yourself of what it was that encouraged you to start your online business and work towards that.

Your greatest enemy is going to be time! Finding the time to implement the suggested strategies will be difficult, particularly when you're just starting out. You have to try and juggle other commitments, such as your day time job, family, education, kids and social activities.

There are only so many hours in a day, so you have to organize your time to ensure that you are able to commit the necessary time you need to build your online business. There will be times when you'd rather just sit down and watch your favorite show on TV or hang out with your mates.

We agree that doing these things may be relaxing after a hard days work, but you need to ask yourself... is this contributing to your financial future? Is this working towards your goals, such as creating a better life for yourself or your family?

Achieving your goals may not be an easy task and in order to get what you want you may have to sacrifice something in return. This may include giving up some of your free time.

No-one other than YOU is going to build your online business. Unless you cultivate and care for your list and continue to implement methods that will help you generate an income, you'll still be spinning your wheels in 6 months time.

What are you prepared to do to make a decent life for myself? Are you willing to do what it takes to create a successful online business so that you can live your dreams?

“You many be disappointed if you fail, but you are doomed if you don't try”

- Beverly Sills

Yours friends in success...

Dave Isaacs and Aaron Leighton

<http://www.infinite-revenue.com>

<http://www.1cellnet.net.nz>

<http://www.profitunity21.com>

<http://www.digital-info-products.com>

<http://www.instant-turnkey-businesses.com>

<http://www.private-resell-vault.com>

How to Make Money with this Report by Giving it Away for Free

This report was written for the express purpose of showing you how to build a huge opt-in subscriber list to create a successful and profitable online business. It is critical that to succeed in any business you have your own opt-in email list.

Building a highly responsive, highly targeted opt-in subscriber list will be the one thing that can catapult you from obscurity to fame and fortune and making a full-time living online.

Throughout this report we have discussed a number of methods of building your list. One such method was to offer them something of value for free in return for giving you permission to include them in your opt-in email list.

You also learnt that you should not offer any additional “upfront” free bonuses to entice your visitors to subscribe to your list. This only encourages freebie seekers, which can have negative impact on your profits.

If you do offer them a gift to subscribe it must be something of perceived value. If you offered them a free ebook that they can get from any site on the net why would they bother?

But if you offered them a free gift that had a high perceived value then they would be clambering over themselves to subscribe to your list.

So what do you have of high value that you can offer to your visitors? We have something in mind. This report was written to be given away for free, so why not use this very report you are now reading to grow you own opt-in subscriber list.

But you now have a choice to make. You have to choose whether you want to give away a branded version of this report or not. We're sure you've noticed that this report has many links promoting other products.

Would you like to earn a commission from some of these products? Just because you give away this report for free doesn't mean you can't make money with it. You now have the option of being paid for simply giving away a free copy of this report.



Nothing could be simpler!

Simply join the [Infinite Revenue Free Affiliate Program](#) and re-brand this report using your affiliate link and earn a commission every time someone purchases one of these products from this report. And because you're giving the report away for free there's an even greater chance of making even more money.

If you're a member of Infinite Revenue you have the added bonus of being able to rebrand six other programs with your own personal links so that you can gain maximum benefit from giving away this report for free. This is a special offer only available to [Infinite Revenue](#) members.

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Imagine the exposure you could gain if you gave thousands of copies of this report away for free. That's thousands of potential customers viewing your links!

Some commissions are even monthly recurring commissions, which mean that you only have to sell once but you continue to get paid every month.

Every branded report you give away gives you the opportunity to earn cash from one or more of the affiliate links contained in the report. For example... for every person who joins Infinite Revenue from your affiliate link you will generate a recurring commission of \$8.00 per month for doing nothing other than giving away this free report.

Think about the potential cash bonanza you could be missing out on if you were giving away thousands of reports that weren't branded with your affiliate links. This report will not only give you the means to build your subscriber base, but also provide you with an opportunity to earn some of the money you'll need to grow your business.

[Click here](#) to join the Infinite Revenue Affiliate Program and then [download](#) and re-brand this report with your affiliate link.

Or [join as a member](#) and not only will you be able to rebrand the report with your Infinite Revenue affiliate link, but you'll also get the rights to rebrand six other affiliate programs listed in the report so you can earn even greater commissions.

In chapter 5 we discussed that in all probability less than 5% of online businesses make money online because they fail to take action. Now, no one starts a project or business with the intention of losing money, but along the way you can get side tracked, become disinterested or simply have no funds to continue.

Building your list can quickly become one of these projects where you start off all excited and full of beans, but after awhile you lose interest and then you move on chasing the next "big thing" and never give it another thought.

If you are serious about making money online don't let this happen to you! Don't be a grasshopper and jump from one thing to another... it just doesn't work. In order to be successful you have to be patient and give it a chance to grow!

Listen... it's been said a million times before that you only reap what you sow. But unless you water, fertilize and nurture the seeds that you have already sown you will end up very disappointed.

Effort In = Money Out. If you do nothing... you will get nothing in return!

What type of person are you... a cultivator or a grasshopper!

[Join Today and Download Your Special "Members Only" Report and Re-Brander!](#)



Sponsored Resources

Listed below are a number of excellent business opportunities and online resources that you may find very helpful. We highly recommend you check them out so you can make up your own mind as to whether they suit your needs.

[Do Nothing... Make Money](#)

The Perks Co-op guarantees you will make monthly money... with NO RISK! If you're not making at least as much as your co-op fee in your second month, we will reimburse your fees each month until you do!

[Hands-Free Residual Income](#)

Does every \$10 you spend on advertising return you \$320 over and over again? Ours does! It's unlike anything else you'll see on the net. No advertising, no referring and no selling. All you need to do is jump on board and then wait. It really is that simple!

[1Cellnet Home Based Business Opportunity](#)

A truly amazing home based business opportunity that allows average people to earn up to \$12,000 per month online from the worldwide explosion in the mobile phone market with cheap pre-paid mobile phone plans.

[Start Making Real Money Online with Effective High Profile Classified Ads](#)

Isn't it about time you started to make REAL money online? Check out our sensational online classified ad specials specifically designed to help you promote your products and drive highly targeted potential customers to your website.

[Quick Retirement Seminar – Online!](#)

Can you spare 12 minutes for your family's future? Discover a 3-part formula for Quick Retirement where you'll learn how to create more money by temporarily modifying your life-style, how to create a Debt-Avalanche without spending an extra dime and how to create a residual income!

[Free Lead Capture Page](#)

Get a high response free lead capture page with a free multi-message autoresponder and build a downline fast! Grab your simple, automated pre-built downline for FREE. It's fast, it's simple and it works!

[Join the Revolution NOW!](#)

The key to success is to get yourself into a long-term, legitimate and sustainable system. That's right, not a program, but a system. It's really that simple. Our business is creating incredible incomes for those that are plugging into our Automated Internet Marketing System. (iTeam)

[Huge Fast Start Bonuses For Promoters With Passive Profits](#)

For everyone else... We place you in up to five solid international companies with narrow fast paced matrixes that never stop growing. We do all the work and you get paid. Your satisfaction is guaranteed or you get you money back. 30 day free tour!

[Exciting Online Opportunity](#)

You'd be crazy to miss out getting into his one. ANYONE can earn money with this! No referrals, recruitments or new sign-ups needed. Just join the program and let us do the rest while you sit back and enjoy the view.

The Money Train Club™
A PRIVATE MEMBERS AREA EXCLUSIVELY FOR READERS OF
The Money Train Principle