21 AND DONE



21 Days.
21 Emails.
Years of Kickass
Cash and Fun!

Lee Murray

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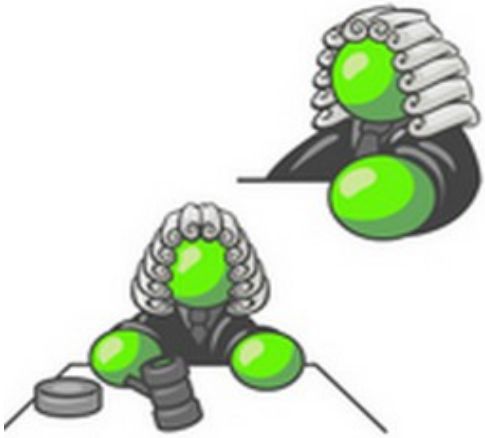
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Legal and Ethical Beeswax



I wrote this book in an effort to help my fellow online entrepreneurs increase their income from home. I have used these methods myself with wonderful success. That said, I simply cannot guarantee your success.

Your own offers, skill set, work ethic, traffic sources, and perhaps even a touch of luck will determine how much income you're able to generate.

I cannot and will not be held responsible for any time or money you may lose by following the guidelines set forth in this publication. You follow my program entirely at your own risk.

Please don't let this scare you though. This stuff works for me, and has worked for countless others. And it shows no signs of slowing down anytime soon! So please approach this with excitement and confidence. ;)

Also, I'd like to ask that you respect the personal use only rights included with this product. You may not resell it, give it away, or jack the content contained within it.

No repurposing. No plagerizing. No being a dick.

Just read it, do it, scale it, and thank me later!

Thanks for your cooperation.

By the way, I do recommend additional resources in my book, and I do enjoy affiliate commissions if you decide to invest in them. That said, I have also invested in all of them myself... and I love them! I'd never steer you wrong.

Thank you so much for your support.

Now enjoy the show!

A Very Brief Introduction



I'm on a mission to make this my crispest, hardest-hitting IM course ever.

Why?

Because reading shit and not doing shit is a sucker's game, and I don't want you to be a sucker. I want you to be a stark-raving online success.

Fair enough?

I'm skipping the long introduction, the pleasantries, the horse manure.

I want you to do the same, which means I'm going to make this as actionable for you as I can. So sans the filler, here's what "21 and Done" is all about...

We're doing traditional IM list building and email marketing.

But...

There's a very real, specific, and concrete system we're going to be following in doing so. No guesswork. Just color-by-numbers action. Here's the system in a nutshell:

1. Build your email subscribers list using a quality giveaway product as bait. You'll do this via a high-converting squeeze page.

2. Promote 3 low-cost products (affiliate products or your own... very specific types) to this list for 21 consecutive days. You will spend 7 days on each product. Your goal is to build up 3 niche-specific buyers lists (yes, even as an affiliate)!

3. Drive traffic to your free offer using solo ads and/or free traffic generation methods... until you have 1000 people on your list. After the 1000, you can keep buying solos for faster list growth, but it won't be necessary.

4. Once you have 1000 people on your list, begin running daily ad swaps ONLY to the people who have been on your list longer than 21 days... they're not buyers, but they're still very valuable! (Secret: you can also sell solo ads with this traffic!)

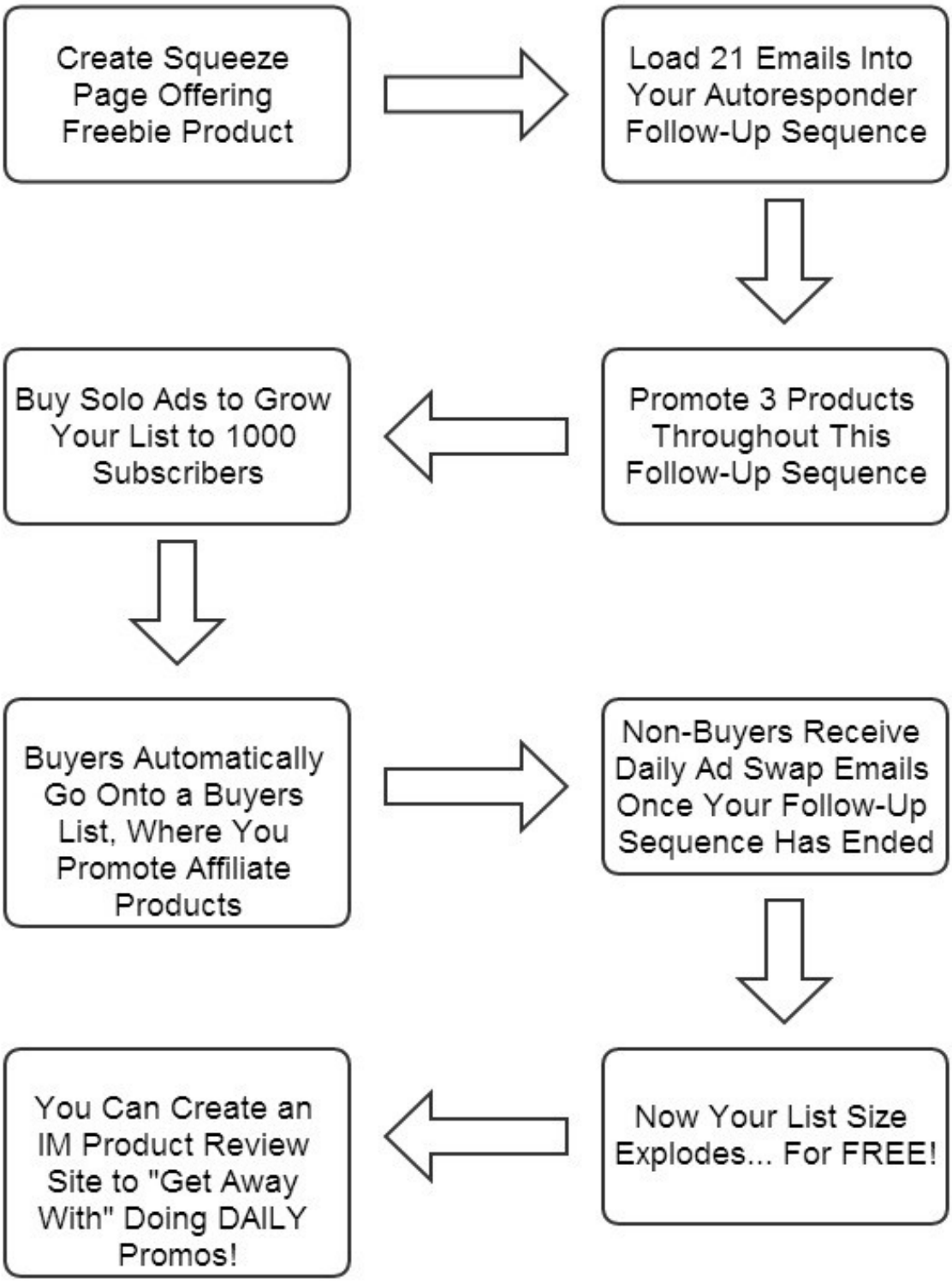
5. Send affiliate offers to the people on your buyers lists via email broadcasts.

6. (Optional) Create a product review website and get people on a daily review mailer. This will allow you to "shamelessly" promote products every day!

That's what we're looking to accomplish with this system. The name of the game here is funneling proven **buyers** into situations where they're likely to **spend even more** money with you... and then using the people who aren't buying from you as "bait" to attract more and more new people to your list... and money to your Paypal account!

Make sense?

This flowchart illustrates the basic essence of the "21 and Done" system...



So that's the system in a nutshell.

But here's the thing...

With the "21 and Done" system, I'm actually going to have you working in reverse.

Yep, you're going to set up your paid products and emails first!

This way, you'll know exactly what your freebie product is going to be about. I mean, when you think about it, it makes perfect sense.

Your free stuff is preselling your paid stuff. And if you don't even know what your paid stuff is yet, then how in the name of Frank Kern can you expect to effectively presell it?

Exactly.

So that's the logical starting point. And it actually makes this process more exciting, I find. It makes you more and more excited to get that freebie and squeeze page up and online, because you know that you're about to open up your doors for business...

A business that you've already established!

So that's where we'll start.

Clearly, this is powerful stuff. You need only to embrace it and take action... perhaps more focused action than you've ever taken on anything online. The good news is that, unlike SEO, mini sites, and many other online money-making strategies, this is essentially guaranteed to give you the results you want!

You just have to do it.

Waking up from the "sniper site" SEO nightmare of years past, I was absolutely refreshed and amazed when I discovered just how easy and surefire list building and email marketing really are. In this guide, I'm gonna make it even easier for you.

You won't have to guess:

- How many emails to load into your autoresponder
- Which types of products to promote
- How often you should mail out
- How to make money with your list
- When to promote; when to give stuff away
- "What to do next"

It's all laid out for you in the following chapters.

If you follow the "21 and Done" plan to the letter, I have absolutely zero doubt whatsoever that you will be wildly successful with list building and email marketing!

So let's hop right to it and make some magic happen...

1. Find 3 Products to Sell



What can I say? I'm a hopeless Seahawks fan. So what? Hey, it's lime green (fitting into our overall color scheme) and it sports the number 3 (fitting into the subject of this chapter). As always, relevancy is king! So thanks for playing along. ;)

Anyhoo...

One important thing for you to remember is this: Product vendors rule the IM world. Having your own product line really puts you in the driver's seat like you just wouldn't believe. As such, I recommend striving to become a product creator yourself.

That said, I absolutely do NOT recommend becoming a product creator (especially in the IM niche) if you don't legitimately have adequate success or experience under your belt. Doing this just turns you into part of the problem, rather than part of the solution.

It's shady at best. Completely unethical, immoral, and even illegal at worst.

So let's not do that, okay? There are really powerful workarounds to this. One workaround would be that of acquiring and selling PLR (private label rights) content, which is what I used to recommend for those following the "21 And Done" system.

I no longer recommend this. For starters, it can take a long damn time to set up. Too long. I had students spending the better part of a month or two stuck in the setup stages, frustrated and not making any money.

But even worse, the shit just doesn't convert. The sales pages are bad, the content is bad, and today's IM customers are savvier than ever. They can smell re-hashed, recycled garbage content from a mile away. There are hot new products coming out all the time. People have options. They both want and expect to be wowed and fascinated...

PLR doesn't do this.

Finally, there's a huge lack of social proof on your average PLR sales page. No believable testimonials or reviews... ultimately, there's just no human touch.

So no más PLR. Instead, I'm recommending that people following this course become masterful affiliate marketers. And there are TONS of reasons why I believe this to be the superior path to take. The best reasons, however, are simply the antitheses of the afforementioned problems with PLR.

There's absolutely nothing for you to set up. No sales pages, payment buttons, graphics, or anything. All of this has been done for you by the product vendor. Easy peasy!

You can see how well a product converts before you promote it. Affiliate platforms will show you this data. If a product is converting at 2%, you'll know it. If a product is converting at 10%, you'll know it. This is vital information to have at your disposal!

You can very easily promote only hot, fresh products with revolutionary concepts that will entice today's Internet marketing crowd. And if a product you're promoting starts to get stale, it's super easy to change out your marketing links and promote an even newer, fresher, more revolutionary, or better-converting product.

And finally, social proof abounds. You can promote a WSO that only has absolutely glowing reviews. This makes your offer considerably more enticing, believable, and likely to convert than a dead, static resale product will ever be.

The very best thing about promoting affiliate products instead of PLR is all this control. You can find a high-converting, exciting, "fully alive with social proof" product that you don't have to create, manage payment gateways for, or provide customer support on... and that you can swap out for an even better product at the drop of a hat.

Why the hell did I ever recommend PLR then?

Oh yeah, because you can use it to build your BUYERS lists. I almost forgot. But guess what. You can still totally do this as an affiliate. I'll get to that in just a second. I need to explain something to you first, and it's important that you understand this...

You're going to be promoting three different products in three separate niches.

What I'm gonna have you do in this initial step is grab three really great-looking affiliate products. Each of these will be on a separate topic from the next.

So for example, you'll want to find a list building product, a blogging product, and a product creation product to promote. Make sure that you choose three niches that you'll continue to stick with, even if you change out the product offers.

In other words, if you choose the three niches I mentioned above, then you should be

prepared to keep promoting these three niches indefinitely, so that in the future, if the blogging course that you've been promoting starts to go stale and not convert like it used to, you can just swap it out with a newer, higher-converting blogging offer.

This is key.

Why?

Because a bit later on, you're going to be creating a freebie (which is how you'll be building your list), along with a 21-part email series. These will cover your 3 niches in detail. If you were to replace that dying blogging product with a new facebook product, you'd have to change an entire chapter of your freebie, as well as 7 emails!

But I really don't want to get ahead of myself here...

"All in good time, my pretty. All in good time."



Back to your 3 affiliate products...

Now, contrary to what I've said in the past, these products don't have to be in wildly different niches. If you want your list to JUST be about list building, for example, then

there's no reason why you can't promote a solo ad product, a squeeze page conversions product, and an email marketing product.

Now, there are advantages to promoting three separate niches, the biggest of which is that you can promote more products to your buyers lists. You can promote list building and email marketing products to that buyers list, blogging products to that list, etc.

Again, I'm getting ahead of myself.

But there could be disadvantages, as well. For instance, your branding may suffer a bit. Your audience may be left scratching their heads, thinking "Hey, I thought he/she was an SEO expert... but now he/she is going on about PPC... so which is it?"

Know what I mean?

It may be more beneficial for you to be perceived as an expert in one discipline... the go-to person for information and resources. This may become even more important if you decide to start swapping these affiliate products out with your own.

Where to Find Affiliate Products to Promote:

In the IM/MMO market, there are really only two serious choices for you to consider...

- http://warriorplus.com
- http://jvzoo.com

All you need to do is sign up to promote as an affiliate, if you haven't already. Then, search for offers using each site's functionality. I won't bother doing an interface tutorial here. Your brains are bigger than the state of Confusion, which is immense.

I trust you to properly learn how to use these platforms, if you don't already know.

What I don't trust you with is my daughter. Even if I really had a daughter, I'd still likely have a hard time trusting you with her, but I'd likely give you the benefit of the doubt, since you're my customer and clearly demonstrate exceptional judgment. ;)

Sorry. I'm a foolish, foolish little man. :)

So first, shop for products that are converting like gangbusters. Shoot for over 5%... the higher, the better. Also check EPCs, prices, commissions... scrutinize everything. It's okay to be picky. At this point, you don't need to have chosen your niche(s). Just shop.

When you find a product that looks promising, go ahead and check out the sales page. Read the sales letter and/or watch the sales video. How compelling is it? Does it make YOU want to buy the product? If so, that's a very, very good sign.

Another added bonus of promoting affiliate offers is that many of them have OTOs or upsell funnels that you get paid for, too! So if the front-end product is $9.95 and the vendor pays out 100% commission (not uncommon), then that's $9.95 to you...

But if they also offer a $27 product on the back-end and they pay you 50% commission on that, well now you just earned another $13.50! And some vendors have many of these upsells in place... some paying 50% on high-ticket offers. $50-$100 commissions or higher are not unheard of when good upsells are in place.

A final note on upsells... Some vendors will even have recurring billing offers, such as paid membership programs, that will pay you monthly. Imagine a vendor who pays out 50% recurring commissions on a $27/mo. product...

And since you're promoting in an evergreen capacity (which is what "21 And Done"

accomplishes for you), even if you generate just 20 of these upsells per month, that's an extra $250/mo. in affiliate commissions *being added* to your income each month!

So this month, you make $250... next month, you make $500... the following month, you make $750... and so on. This is *in addition to* all the front end commissions, as well as all the other upsells. And this can happen in all three of your niches!

Now obviously, these "continuity programs" will see some drop-off, so it won't exactly be $250, then $500, etc. But you get the point. As long as you're adding more people than you're losing, you're in hog heaven. And all you ever did was promote the front-end offer! The vendor handled all the other stuff, and still paid you for everything!

So you can enjoy lots of leverage by promoting affiliate products in a concerted way, which "21 And Done" clearly allows you to do. Are you starting to see the power of this? I really hope you are.

Alright, so let's answer the question of the day...

How to Build Buyers Lists Promoting Affiliate Offers:

This is something you can do that's really quite unique to the "21 And Done" system. You can offer a bonus to your list, and have the people who purchase the product (via your affiliate link) email you their receipt in exchange for a link to a new opt-in page, where they can enter their email address and claim their bonus.

When they do this, they'll be taken off your freebie list and placed on your buyers list. I'll show you how to do this in the next chapter. It's really easy.

Why do I say this is unique to the "21 And Done" system? Well, it's not a new concept in and of itself. But with 21AD, you'll be promoting the same product for seven

consequtive days. If someone buys the product and forgets to opt in to your new list to claim their bonus, they'll be reminded the next day... and the next... and the next. ;)

Does this make sense?

So while the concept isn't new, the level of effectiveness you're likely to experience is, I would assert, much higher than you'll find anywhere else. Repetition is a gem.

Alright, so in the next chapter, I'm gonna show you how to start putting all this together. For now, I'm going to give you your very first "21 And Done" assignment.

(Gosh, your first assignment. You're growing so damn fast. Seems like just a few minutes ago you were just starting this chapter. Makes me feel so old.)

Your Assignment:

1. Visit and sign up at http://warriorplus.com and/or http://jvzoo.com.

2. Find three products that you'd like to promote. Look for good payouts, good EPCs, low refunds, and good reviews.

3. Buy these products, if you can. Otherwise, contact the product vendors and request review copies.

4. Apply to promote each product. If you're a new affiliate, leave a note to the vendor telling him or her that you intend to promote their product using evergreen email marketing, and that theirs is one of only three products you'll be promoting... tell them you will get them plenty of exposure per subscriber.

Once you've done this (and only once you've done this), move on to the next chapter...

2. Generate Your Sales System



Alright, so you've got 3 products to promote. Now you simply need to get them ready to build you some buyers lists! In this chapter, we'll be covering three things...

1. How to create your bonus(es).
2. How to deliver your bonus(es).
3. How to set up your buyers lists.

We'll tackle each of these in order...

1. How to Create Your Bonus(es):

The first thing you want to keep in mind is that you're not creating a masterpiece of a product as a bonus here, okay? You're not selling this product and it doesn't need to change lives. It only needs to exist... and not suck crunchy cheese balls.

So here's what I personally suggest...

If you've ever created any of your own product, consider giving iy away as a bonus.

This would be a ready-made bonus that you already have at your disposal. If you don't have a product, here's a great way to put one together very, very quickly...

Create a resource guide!

This will simply be a 2-3 page report that's full of links to various resources. These resources should obviously be highly-relevant to the niche you're promoting in.

For example, if you're promoting a product within the list building niche, you can include a bonus that's basically a yellow pages of list building stuff. Solo ad sellers, ad swappers that you find on the Warrior Forum, graphic designers, fiverr gigs, whatever.

I don't know if I'd use affiliate links in my bonus... that might be a little touchy of a subject, as that process could turn it into a pitch page rather than a quality bonus.

I'm going to leave that up to you. The other thing I'll leave up to you is whether you create one resource guide for each product/niche you're promoting... or if you just create a master resource guide that you can keep offering as a bonus to everyone who remains on your freebie list, even as the niches and products change. Make sense?

There are too many variables at play for me to give you definitive, "do this, do that" guidance. That said, this should be a pretty intuitive decision for you to make. :)

To actually create your resource guide, you can just do what I do. Write it all out in an OpenOffice document. Do your best to put things into categories (i.e. "Solo Ad Sellers," "Autoresponders," "Hosting Companies," etc.) with nice, discernable headlines...

Then, once you're ready to publish it, just turn it into a pdf using OpenOffice's handy little pdf icon... and you're done. You don't even need a product image, as there's no real sales process involved... it's just a bonus! Easy, easy stuff compadré.

2. How to Deliver Your Bonus(es)

Easy. You create a squeeze page. In your "21 And Done" bonuses folder, you'll find a copy of my highly-revered "Sales Funnel Supreme" course, where you can follow the technical steps involved with building this squeeze page.

In that guide, I show you how to put this squeeze page together using a free squeeze page template created by Mike Cowles. If you'd like to check it out, go to http://squeezepagecity.com and pick it up. You'll need to give him your email address.

I do now have a top-shelf alternative to this squeeze page template that I'd like to very strongly recommend, and that's the Video Effects Press theme for Wordpress.

I'm not gonna spend a lot of time pitching it here, but to say that I bought it myself, I grabbed the OTO (15 additional video backgrounds, as the standard package comes with only 5), and I'm now using it for all of my squeeze, thank-you, download, and even sales pages! You can see the video demo of this killer theme by clicking here.

Oh, and the theme comes with extremely comprehensive video tutorials on how to install it, set it up, and make it look precisely the way you want it to look. It's badass!

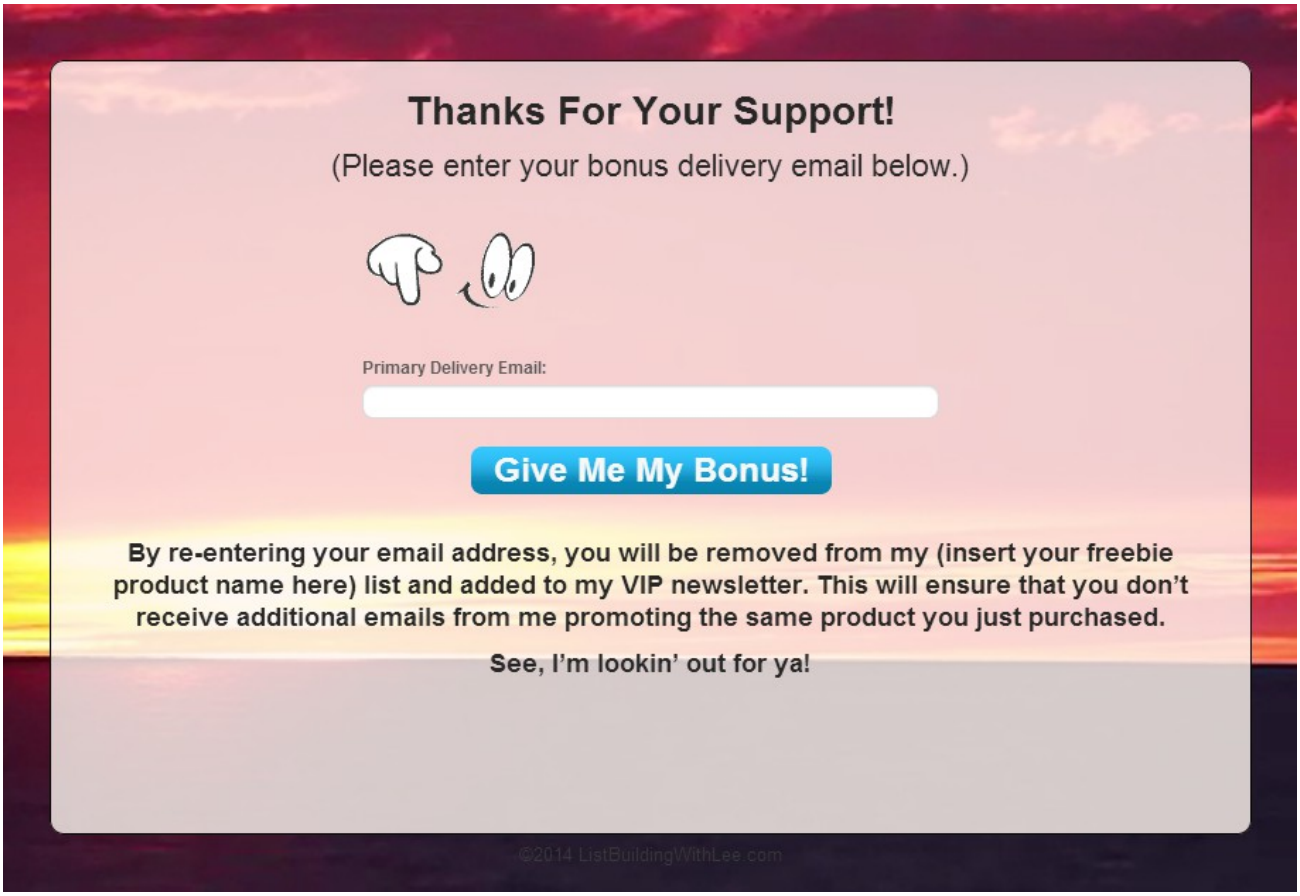
What This "Bonus Delivery" Squeeze Page Should Look Like...

Alright, I don't personally do this, as I do use my own products. As such, I don't have one of these squeeze pages built. And I really don't feel like creating one, quite frankly.

Ah, hell... I've never been known to be a lazy-ass. I'll freakin' do it, okay? ;)

>> Done. Click Here to Check It Out! <<

Now, because I understand that not everyone whose reading this will happen to have Internet access right at the moment, here's a screen shot for you...



Then, I'd just set my autoresponder opt-in form to redirect each person who claims my bonus to a simple download page, where they can claim their bonus. Alternatively, you can just attach the bonus to your buyers list welcome email, which we'll discuss now...

3. How to Set Up Your Buyers Lists

If you don't already have autoresponder service, then I urge you to click this link and get yourself set up with a free trial month of GetResponse. They're my autoresponder service of choice. I recently switched from Aweber, and have been very happy.

Now once you get your autoresponder account setup, the first thing you'll need to do is create your lists. The cool thing about GetResponse is that they've got great tutorials that can walk you through each phase of the setup process.

You're going to be setting up 3 "campaigns" here. You can name them whatever you want, but keep each one tightly related to its corresponding niche. Make sense?

So if one of your niches is "membership sites," then try list names such as membership01, membsites, etc. Find a campaign name that's available, then follow any needed tutorials for the rest of the setup steps.

Make sure to turn off confirmed opt-ins. You can do this by making sure you're in the right campaign first... then, you'll click the little gear icon next to the dropdown menu in which your campaign name is displayed.

Then, click "Permissions" and make sure that all three boxes next to "Enable Confirmed Opt-In:" are unticked. You won't need to do anything else (there's no "Save" button). GetResponse will automatically apply your selection to your campaign settings.

After you've done this, you'll want to repeat this process with all three of your buyers lists, making sure to keep the campaign names tightly related to your niches. Once they're all set up and ready to go, you'll want to create one "welcome" email for each.

Creating Your Welcome Messages...

To create these messages, simply locate the "Messages" tab and click on "Create Autoresponder." You'll want to select "Time Based," and "On Day 0." Make sure that the appropriate campaign name is being displayed.

"Send message: same time signed up" should also be displayed, and all seven days of the

week should be checked. Then, click the "create new email" link.

Next to "Message Name," you can just type in "Welcome." Your subject line can read something akin to "Thank You! Access (Bonus Name) Here..." and you should choose the appropriate "From" name and email from the dropdown menu. Click "Next step."

Again, I'm not going to get too technical about setting your emails up. I personally scroll down and click the "HTML code editor" link on the left sidebar. It's quick and easy. I don't bother with any of the pretty templates... but you totally can if you want.

After I click that link, I click the "Show WYSIWYG" link on the bottom left. From there, I simply begin writing my welcome message.

Oh, and once I've finished creating my email message, I always click Ctrl+A to highlight all text, Ctrl+C to copy (just in case the system logs me out or something – I don't wanna lose all my work – experience talking here!).

Then I click Ctrl+A to highlight all text again, and I change the font to Arial, and the font size to 14px. This makes it big enough for everyone to read without much strain.

Okay, so the message itself will be a simple thank-you to your new customers. A nice, basic greeting (Hi, there!), followed by sincere gratitude (Thank you so much for picking up your very own copy of _____) is a great way to start.

Right toward the top, be sure to leave them a link to the bonus download page. Conversely, you can simply attach it to your email.

Then, you'll want to offer any type of tech support – or general support – that they may need. (I hope you got your download okay. If not, please reply to this email immediately so that I can get a copy in your hands right away.) Be kind, courteous, and

as helpful as possible. People LOVE it when you show that you care.

Otherwise, use your own artistry, personality, and charm to communicate with your people. Make them feel like you're totally there for them. Let them know what they can expect from you in the future. Be amazing. Be your badass self! ;)

The most powerful advice I can give you when it comes to dealing with your subscribers and customers is to always be playful. This doesn't mean immature, okay? It means not taking shit too seriously. It means being elegant. Fun. Kind. Charming.

After writing your message, be sure to click the "plain text" link and paste your email into the box that shows up. This helps to keep your Spam Score low. Anything that's hyperlinked in your html message should be altered so that your raw http:// url shows.

Next, go to Test Message > Send Test Message. This will allow you to email this welcome message to yourself. Do so, and go check your email inbox. Open your email, make sure it looks good and reads well. Click any links to make sure they work.

Finally, follow the rest of the GR steps (self-explanatory) to publish your email.

Removing Buyers From Your Subscribers List...

It's important that we segregate our buyers from our "tire kickers." This is because we'll be using each of these groups for completely separate purposes. This will be discussed in detail within the coming chapters. For now, let me just show you the process.

Now, this part's a little tricky because you haven't yet started your freebie list (see chapter 4). But we can go ahead and create that list now. Just name it whatever you'd like. Something that implies either "3 ways," "gift," or "freebie" will be fine.

To set this campaign up, simply follow the same steps you followed to setup your paid product bonus lists. It's really as easy as that.

Once you've created this fourth list, follow these steps...

1. In your dropdown menu of campaigns, select one of your buyers list names.
2. From within that same dropdown menu, click "Automation."
3. Choose the rule "if subscribed → then remove."
4. Select your freebie list campaign name from within the "From:" dropdown.
5. Click the "Add Rule" button.
6. Repeat this process for your remaining two buyers list campaigns.

And that's all there is to it, compadre!

Your Assignment:

1. Create a resource guide to give away to those who buy your affiliate offers.

2. Create all four of your campaigns (including welcome emails) in GetResponse.

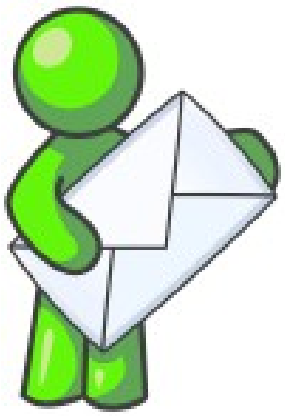
3. Create 3 squeeze pages and 3 download pages. If you don't want to bother with download pages, simply attach you bonus(es) to your welcome emails. If you'd like to check out Video Effects Press, click this link and watch the demo.

4. Create an automation rule to unsubscribe people from your freebie list when they subscribe to one of your three buyers lists.

Alright, quite the meaty chapter, yes?

Let's move this sucker along...

3. Load Your 21 Emails



At this point, you should have three products to promote. Each of these can be on a very different topic from the other two. This will allow you to discuss one topic with your list for a week, promote the product related to that topic, then move onto the next.

Again, this doesn't mean they need to be in radically different niches. An example could be the blogging niche. You can choose to cover three completely different blogging-related topics. One topic could be monetization, one could be SEO, and yet another could be sourcing content. See what I'm saying?

But then again, you may wish to choose three very different niches altogether.

Let's assume that's your aim. So where in the world do we start?

Well, I guess the best thing I can do for you at the moment would be to give you a hypothetical example. We'll assume that the three affiliate products you're promoting are on the topics of list building, Kindle book publishing, and membership sites.

This means that the first seven emails you send will all relate to a certain aspect of list building. Email #1 (which is also your welcome email) will be you thanking the

subscriber for signing up and requesting their "3 Ways" free product (see chapter 4)...

Then, in that same email, you'll simply tell them that you believe list building is the number one way to achieve the result promised in your freebie. Tell them to check out the list building product you're promoting, and give them your affiliate link to click on.

Easy peasy.

Email #2 can cover a certain aspect of list building – say, the benefits of building a list. Email #3 can cover the importance of planning out your list building business in advance (working in reverse, like we're doing here). Email #4 can cover squeeze page etiquette, #5 can cover traffic, #6 can cover conversions, and #7 can be on ad swaps.

Or whatever.

The point is, each of these 7 emails will include links to your list building product, and each of them will offer a "teaser" to a particular sub-topic of that product. Hell, if the product comes with a table of contents... or at least seven video module titles... then each email can touch on one of these single aspects of the niche. Understand?

Then, your follow-up sequence will move onto the next product... and the next 7 emails. #8 – an introduction to Kindle book publishing #9 – the benefits of becoming a Kindle publisher. #10 – what most people don't know about Kindle. #11 – how to write a great Kindle book. #12 – marketing your Kindle book.

#13 – mistakes to avoid when publishing Kindle books. #14 – how to scale a Kindle business to the freakin' moon. See what we're doing here? Again, all seven of these emails will link to the Kindle publishing product's sales page. Then, we move on...

Email #15 will introduce membership sites. #16 – why to have a membership site.

#17 – in what niches are membership sites most effective? #18 – how to source content for your membership site. #19 – how to market it. #20 – getting affiliates to promote your site. #21 – how "long" should your membership be?

Wiggity-whammity, stick-stammity-rammity, flick-flammity, crammity-bammity, mcdiggity-stinkity-plinkity-bammity-dammity-doggity-ding-dang!

You've now got your "21 and Done" follow-up series all DONE-ZEL WASHINGTON!

Twenty-One And Done, baby!

Sorry, I get a little passionate about the nature of this course. Listen, this is real world stuff that very few people are teaching. In fact, I really don't know of anyone who's showing folks exactly what I'm showing you here today. So please, be excited!

This is high-level, advanced marketing made simple.

Don't let the modest price tag I've attached to this course fool you. This is every bit as good, if not BETTER, than what a lot of my contemporaries will charge you 100's for.

That's real.

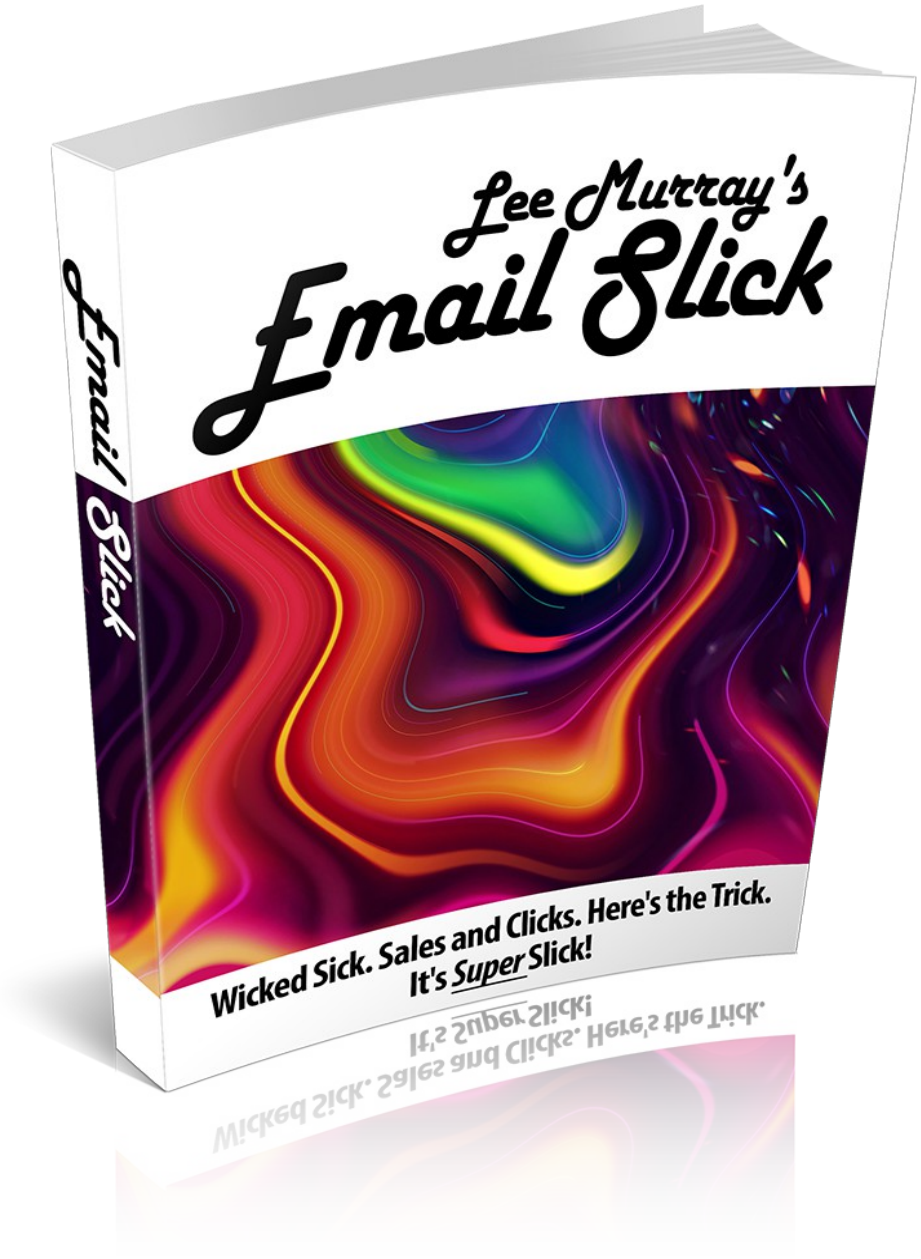
And if you really wanna make your emails pop, guaranteeing that you enjoy the highest possible conversions throughout the course of your 21 email follow-ups, then I do have a wicked powerful email marketing resource for you.

The only one of its kind, really. It gives you both top-shelf email marketing training, as well as unparalleled mix n' match email content that you can use to beef up the first 21 days of your follow-up autoresponder sequence.

This will allow you to put the highest possible number of folks on your buyers lists.

Does this sound like something that may be of interest to you?

If so, here's the resource...



>> Click Here to Grab Email Slick! <<

Yep, it's my very own "Email Slick!" Obviously, it isn't required to make "21 and Done" work. I just like to give my customers every possible advantage. And "Email Slick" will give you an advantage that very few of your fellow email marketers will ever enjoy!

Quite slick, indeed.

Just to clarify, whereas "21 And Done" is a list building course, "Email Slick" is an email marketing course. It's also a content resource. I actually designed it to complement "21 And Done." In fact, after you buy it, check out the OTO... 21 IM Content Emails!

How freakin' cool is that?

Alright, then. Enough chit-chat. Time to get to work...

Your Assignment:

1. Write or outsource your 21 emails. Link to your affiliate product sales pages. 7 emails should link to the first product, 7 to the second, and 7 to the third. Use the example given to you above as a guideline. (Each email is essentially an article!)

2. Load these emails into your autoresponder. You'll do this in the freebie (your fourth) list from the previous chapter. Set each of these 21 emails to go out one day after the next. As you're doing this, the process will be self-explanatory. ;)

3. If you'd like to maximize the effectiveness of these emails, pick up your own copy of **Email Slick** – it's totally optional... but unbelievably useful! ;)

Fantastic work, my friend! You're coming so close to having your own, fully-legitimate online business that I can taste it! Once you've completed this step, you're seriously over half-way to finally succeeding online in a big way. So let's keep it moving...

4. Open Your Front Door



Excellent! You've now got 21 great emails loaded into your autoresponder and ready to start making you sales and building your all-important buyers lists!

And as if that wasn't exciting enough, we're now actually going to open up the front door to your business! Yes, this means that you're going to be able to start receiving opt-ins, customers, the whole nine. This is where it goes from dream to reality!

So what exactly does this mean?

It's finally time to create your dirt-simple giveaway product and put it up on your very own, high-converting squeeze page. This is where most people START... and as a result, they usually fail. They build their lists and don't know what the hell to do with them!

But not you, right?

You've already got 3 products to promote, 3 buyers lists ready to build, and 21 emails all loaded up and ready to transform you into a wild Internet success story. Not bad. ;)

So let's knock this next step out quickly, okay? Here goes...

Step One – Create Your Freebie:

This honestly couldn't be any easier. All you need is one introduction paragraph, one paragraph for each of your three affiliate products, and a conclusion paragraph.

To name your freebie, just pick a simple title that suggests a benefit. Since you're featuring three money-making strategies in this report, I'd name it something that starts with "3 Ways to _____" or "3 Money-Getting _____" - somethin' like that.

Then, go and hit up Nisha on fiverr. Have him make you a great-looking e-cover. I always have him make me a softcover e-book image, as well as a flat 2D image. I use the flat image as my title page (scroll to the top of this book to see what I mean).

If his gig happens to be paused for any reason (which happens from time to time), then feel free to browse the fiverr marketplace and find someone whose work samples you like... and who has many great reviews from previous customers.

While you're waiting for your e-book cover to be created, you can begin writing...

Again, I personally use OpenOffice Writer to create all my e-books. It's free, easy to use, and has a handy little PDF button that allows you to create your e-book with a simple click of your mouse. It doesn't get any easier! You can get it by clicking here.

Here's how you write the sucker...

1. Create an overview intro. "Thanks for picking up this powerful report. Don't let the fact that it's free scare you. Today I'm sharing three of the most effective, proven, time-tested strategies for making a realistic, but significant income..."

2. Give a brief description of the first money-making strategy. This will be the first of your affiliate products, for which your first 7 emails were written. At the end of this brief chapter, drop your hyperlinked "click here" style affiliate link.

3. Write another short chapter about the second money-making strategy. Link.

4. Write another short chapter about the third money-making strategy. Link.

5. Write a conclusion chapter. "Thanks again. I hope you can see the power of these three strategies. If you're on my email list, you can rest assured that you'll be learning more about these great money-making methods in detail...

   Stay tuned for those emails. Again, if you'd like additional training on any of these methods, here are the links to those great courses I told you about earlier:"

Something to that effect. Easy, right?

In fact, getting the content for your strategy chapters can be as easy as simply opening up the actual affiliate products you're promoting and citing some valuable tips, ideas, philosophies, or whatever else you deem interesting.

Remember, this is just a freebie report... not gospel. Don't labor too much over this.

Obviously, the examples above are way too short. You'll definitely want to inject a little personality into your writing. You don't have to be a crazy bastard like me, but you are certainly encouraged to warm things up a bit. Each chapter should be at least a page or two in length. You definitely don't want a book full of fluff. Content is still king, yeah?

"But I don't waaaanna write it myself, doooooood!"

Listen, I fully understand that product creation isn't for everyone; especially infants and toddlers, women who are nursing, pregnant, or who may become pregnant. If you experience an erection lasting longer than four... oh... wait. What the crap, Lee?

Seriously, if you don't have the time, skill, or desire to create your own freebie, then there's hope for you yet! No shame, no worries. This is for you, homie...

Outsourcing or Mix n' Match PLR:

Again, all we're really doing in our freebie is including five basic chapters. One intro, three strategy-specific chapters, and one conclusion. Each of these is essentially an article. Nothing more, nothing less. As such, outsourcing is super simple.

I seldom outsource content (because I'm a ridiculous control freak), but when the occasion does call for it, I go to 99centarticles.com – They have okay writers and the price is certainly right. You can order five 400-word articles from them for $30.

Go to "Package Deals," then "400-word Article Writing Packages."

After ordering, tell them you'd like one "fluff" article about making money online, and how the three strategies you're about to cover are legit, or whatever. Tell them you'd like one article on each of the three strategies. Then one more "fluff" conclusion article.

Honestly, I think you could totally get away with just getting the three strategy articles written for you. I'll bet you can manage the opening and closing chapters yourself. But if not, then the option is there for you.

If you decide to go with PLR, then just get one PLR article for each of the strategies you

cover in your report. You can pull from the products you're selling, or acquire decent articles. Either way, it's the same basic process as outsourcing... it's just pre-written.

Okay, so once your freebie product has been written, you'll simply upload it to your server. You can do this with an FTP client like Filezilla (or Firefox's "FireFTP" program if you're on a Mac). I personally just use my cPanel's "File Manager" to upload my files.

If I just went over your head, then there's no question that you're going to need to learn how to upload files to your server. It's quite easy once you know what you're doing, but it can be quite tricky to develop the necessary understanding and skill if you don't.

In other words, there is a bit of a learning curve involved with this stuff.

The best advice I can give you is to read "Sales Funnel Supreme." There are also videos on YouTube which can help you make sense of all this techie stuff. Just go to YouTube and search for "how to upload files with File Manager" or "how to upload a pdf to my server." Stuff like that. That's the way I learned all this beeswax! ;)

Please contact me for support if you get stuck on any of the technical setup. I'd hate to see you throw away a perfectly prosperous future just 'cause you got confused, lazy, overwhelmed, or shy. That's just craziness. lee@listbuildingwithlee.com – use it!

Step Two – Set Up Your Squeeze Page

Alrighty-roo, captain! Now comes the "Yes, We're Open" sign. I hope you're excited.

Just on the off-chance that you don't know what a squeeze page is, it's simply a single web page on which your free offer is made available to the public. This page will go on your own server and domain. We'll use the same domain you bought in chapter 2.

The page is designed with only one purpose in mind... to capture fresh leads!

Setting up a squeeze page is quite simple, but it does take several steps to get it all prettied up, fully functioning, and online. So again, I'm going to direct you to "Sales Funnel Supreme." The specific squeeze page steps begin on page 41, though I really do encourage you to read the book in its entirety. It will definitely paint a clearer picture.

If you didn't receive SFS for some reason, email me at lee@listbuildingwithlee.com right away so that I can get a copy in your hands. Naturally, I'll ask you for your "21 and Done" receipt, just in case you got this book for free from a damn dirty thief. ;)

By the time you've followed these steps, you should have a perfectly-functioning squeeze page loaded up and ready to start capturing emails for you!

* If you'd like to use the kickass video squeeze page Wordpress theme I've been using, just go to http://listbuildingwithlee.com/video-effects-press/ and watch the demo.

Note: Feel free to set up squeeze page split testing, too! See "Your Squeeze Page Is Bananas!" (also included in your bonuses folder) for this training.

Alright, so let's move 'er along, eh?

Step Three – Set Up Your Thank You & Download Pages

Again, let's not take up too much time in "21 and Done" going over funnel setup. "Sales Funnel Supreme" (check your bonuses folder) has all the details you need to get both of these pages up, online, and optimized for maximum functionality. Speaking of which...

I strongly recommend linking the "Click Here for Something Exciting" link on your thank-you page (covered in Sales Funnel Supreme) to a click banking partner's squeeze

page for crazy list growth. All that training can be found in "JV Double-Down." And guess where you can find that book.

Go ahead, guess.

If you said "at Lee's mom's house," then I am deeply offended.

I really thought we were friends.

The correct answer is "inside your bonuses folder."

Listen, I know I'm giving you a lot of reading, but I've included these bonuses for a reason. They're there for you to use! And you're advised to do just that, as it will give you the best possible chance at really maximizing your list building results.

I promise you, by putting this all together in the way that I'm showing you, you're going to be leaps and bounds ahead of your contemporaries... no question about it.

Besides, if I didn't give you these extra training resources to go through, then I just would've ended up putting it all in this book anyway. "21 and Done" would have been a 220+ page monster. I'd rather give you streamlined training, with quality references.

"Okay, so how do I actually put this all together, Lee?"

Don't worry, I'm not gonna leave you hangin'.

I won't just tell you to go read some stuff and wish you luck.

No, no, no. You know how we do. It's all about the step-by-step action. So let's pop the hood and get you workin' on this step now...

Your Assignment:

1. Using the same three topics covered in your affiliate products, write a short, 5-chapter report that you'll give away in exchange for people's email addresses.

2. Have Nisha (or another similar service provider on Fiverr) create a nice e-cover for you. Don't be afraid to put your name on the cover as the author.

3. Use "Sales Funnel Supreme" to set up your squeeze page (pages 41-49), thank you page (pages 49-50), and download page (pages 50-51). If you'd like to use a breathtaking video background squeeze page, just click this link to get started.

4. If you'd like to set up a click banking partner for more leveraged list growth, read "JV Double-Down" and learn how to do this from your thank-you page.

5. Get the help you need. If you need to contact me for support, please do.

CRITICAL:

I'm sorry I forgot to mention this earlier. In both your freebie and your 21 emails, you need to constantly remind your readers that you've got a FREE BONUS for them should they buy through your affiliate link. Tell them to email you with their receipt, and that you'll immediately email them the link to their free bonus (your bonus squeeze page).

Please do these things (items 1-3, anyway... 4 and 5 are optional) before moving on.

Once you've completed these tasks, proceed...

5. Grow Your List to 1000



Alright, so let's rap about traffic!

Actually, in this chapter we're just focusing on getting you a list of 1000 subscribers. Even with 1000, you should be getting some decent sales going through your funnel and ending up on your buyers lists.

But that's not necessarily the point.

The truth of the matter is that you want a whole slew of non-buyers who have gone past the 21 day threshold. Yes, buyers are great. Don't turn your nose up at them at all. But it's also very important that you have approximately 1000 people on your subscribers list for longer than 21 days.

Remember, you're using these subscribers primarily as bait to attract more and more people into your sales funnel for free! You can also monetize them by offering your

own solo ad selling service. We can refer to these subscribers as "click currency."

More on that in chapter 7: "Run Swaps, Sell Solos."

For now, let's talk about actually getting traffic. We want those 1000 subs FAST!

The primary method of traffic generation I'd like to discuss with you here is buying solo ads. This is paid traffic, so if you don't have any money to invest in traffic, this won't apply to you yet. I'll discuss free methods of traffic generation momentarily.

But if you do have a few hundred bucks or so with which to get your business up, running, and gaining momentum, then I highly recommend solo ads. They're fast. They're surefire. They're just plain great!

"What's a Solo Ad, Lee? You Big Jerk!"

Why would you even... nevermind. I've come to expect anything from you these days. ;)

A solo ad, in case you've been rockin' under a life (or something to that effect), is simply an email sent out on your behalf by another list owner. They mail your free offer to their list... and you give them some money in return.

Easy concept, right? It really is, and that's what makes it so fantastic!

And in the IM niche, you don't have to hunt solo sellers down at all. They're freaking everywhere! The Warrior Forum, Safe-Swaps, and Reed Floren's "Solo Ad Directory" are three of the hottest places to find quality solo ad sellers.

I also know of two gentlemen, Matt Bacak and Rob Stafford, who are selling lists of their most profitable solo ad sellers. They've broken it down for you, discarded bad

sellers, discarded good sellers, and are only giving you access to the very best.

You can check Matt's list out by clicking here.
You can check Rob's list out by clicking here.

I highly recommend that you get your hands on both of these resources, as they can save you a lot of time, money, and heartache. They also have the power to help you grow your list to 1000 very quickly, which is obviously what we're looking to do.

Not only that, but these guys have also very much taken the quality of these leads into consideration when preparing their lists. They've actually purchased solo ads from the sellers they recommend, and have found them to be great for conversions!

So you stand a good chance of actually making some money along the way.

If you don't want to invest in their solo seller lists, then the best advice I can give you is to very carefully check solo seller reviews. The three places I talked about earlier (The WF, Safe-Swaps, and http://SoloAdDirectory.com) are three great places to find some unbiased reviews from actual buyers. This will be quite revealing and helpful for you.

"How Much Do Solo Ads Cost, Handsome?"

That's more stinkin' like it. ;)

There's no hard and fast way to answer this question. Sorry. It's one of "those" answers.

But it's true.

It often comes down to the quality of your leads. In most cases, you'll be paying for clicks. But not all clicks are created equal. If you're getting "average" leads, then it may

cost you anywhere from 25 to 50 cents per click. 30-40 cents is what I generally pay.

But it could be that your leads are coming from someone's well-maintained "U.S. Only" buyers list. These people are proven to spend money on IM products. Clicks from this type of list could be a bargain at a buck or two per click! It all depends on quality.

For our purposes in "21 and Done" (growing that main list to 1000 subscribers), average leads are fine. So look to pay about 30 to 40 cents per click.

If you're working with a seller you've never worked with before, then I recommend buying their smallest package first, before making a large monetary commitment. 50-100 clicks should be okay for starters.

Consider this a test of sorts. You're simply testing out the quality of their list.

If you're pleased with the results, then by all means buy a larger package (that's what she said) and grow your list more aggressively.

Now remember, the name of the game here is building your subscribers list (past the 21-day threshold) up to 1000 subscribers. At that point you can stop buying solo ads and just focus on ad swaps and integration marketing (covered in chapter 7).

That said, you may very well become addicted to solo advertising, and not want to slow down at all. And by all means, if it's working well for you (which it most likely will be, especially if you're utilizing the resources I presented to you above), then keep it going!

I just want you to understand that in order to make "21 and Done" work for you, 1000 subscribers is all that's required. Feel free to overachieve though, you freakin' nerd! ;)

"Real Funny, Tough Guy. But How Do I Actually Run Solo Ads?"

Well, in most cases you'll need to supply the seller with your own email copy. This obviously means you'll need to create (or otherwise acquire) said copy. Easy!

It's perfectly fine for you to make your email short and to the point.

Let me create an example for you...

Subject Line: $44 Per Day In 44 Days?

Email Body: Okay, so I realize that an extra $1320 per month may not be enough to quit your day job on. But let's be realistic.

In fact, that's exactly what I'm sharing with you today...

Something truly realistic... finally!

Oh, and you even have the option of getting paid DAILY! How would an extra 44 bucks a day help to make your life easier? Find out how you can make this a reality...

>> Tracking link

{list owner's signature}

Nothing to it.

Heck, you're welcome to use that as your template if you'd like. Modify it to match the promise made on your own squeeze page, of course. Remember to keep it grounded.

No hype.

We don't want to claim insane riches, because that's what everyone else is doing. I encourage you to make your email seem totally grounded, realistic, and achievable.

Listen, "44 dollars a day" doesn't just sound realistic. It's also inspiring. It's enough money to change someone's life, really. That can pay most people's rent and bills... and maybe even leave enough left over to buy a beer or two every now and then!

It's a great start.

And that's all most of us are really looking for.

"So What's This 'Tracking Link' All About, Mr. Murray?"

Good eye, good eye. When you're doing anything involving JV (joint venture) partners, you want to make sure that you're tracking everything. Whether you're buying solo ads, selling solo ads, running ad swaps, doing integration marketing, or engaging in any email marketing that involves a third party, tracking is essential.

For this, you'll want to invest in a tracking program.

I personally use Hypertracker (not an affiliate link), but there are many out there to choose from. I just like Hypertracker because they're easy, reliable, and they're literally the only tracking software I've ever used... so I don't really know any different! ;)

This service will cost you $19.95 per month.

To track the effectiveness of your solo ads, you'll need to create what are called "actions" within the (web-based) software. You'll enter your squeeze page url, thank-you page url, paid product urls, dollar amount per sale, etc. They have tutorials that show you how to set everything up. I won't bother going through everything here.

Then, you'll simply create a fresh new tracking link for each solo ad seller (or ad swap partner, integration marketing partner, etc.) that you choose to work with. For solo ad sellers, you can even input the cost of the solo ad, and the software will calculate how much you've spent, earned, and what your net cost/profit is.

You'll then get a tracking link url to place within the email that your JV partner sends out to his or her list. Very easy. Oh, and you don't need to input new actions for each link... they'll automatically be tracked. I hope that makes sense. If not, ask me to clarify.

FREE Alternatives to Solo Ads...

I realize that not everyone can afford to buy solo ads, so please allow me to offer you some alternatives. Some of these are 100% free... others will cost a little.

Alternative #1 – Forum Marketing:

This method is 100% free, and only requires that you participate in the Warrior Forum. You'll simply include a link to your squeeze page (with a brief description) within your signature, which you can find in your user control panel.

Make your signature enticing, for crying out loud!

Then, simply participate in discussions on the forum. Answer questions, ask questions, thank people for their insights. Do NOT participate with your signature in mind. Forget

it's even there. Just be a genuinely curious, helpful member of the forum.

Alternative #2 – Content Marketing:

Mainly, this consists of video marketing and article marketing. You don't necessarily need to focus on SEO to make this work. You'd just create TONS of content and put it all over the web. Your whole aim with this strategy is to become a "content slut."

The more stuff you put out there, the more chances it has of being seen. Yes, you can even go old school with it and write & submit hundreds of 400-word articles to EzineArticles.com and the like. You'll have 3 topics to write about (the 3 money-making strategies discussed in your freebie), so you can produce content galore.

And it's all 100% FREE!

This sure isn't the sexiest way to go about things, but it works. Hint: you can still go for search engine traffic. Just target keywords that have NO competition and low search volume. Don't use a keyword tool for this. Use the Google Suggest feature. Start typing in a relevant keyword into Google and see what types of surprises emerge!

Alternative #3 – Press Release Marketing:

I haven't personally done this, but I know people who have... and with wild success. There are online and offline versions of this strategy, and if you go with the online version, you may actually be able to rank well for a highly competitive term for a short span of time... maybe a week or so.

But it could just be that for the week that your press release is ranking on the front page of Google, you're able to get hundreds of visitors on your squeeze page and into your funnel! One never knows. So this may very well be worth a shot.

I've been interested in this traffic generation strategy for years now... why I haven't pulled the trigger is beyond me. But I recently purchased Dan Page's Publicity Zoo, which has really reignited my interest in this strategy. It's the best course on press release marketing I've come across yet. This technique is certainly worth considering.

It's not 100% free, but it's very reasonable. I believe you can do PR's for under 30 bucks.

Alternative #4 – FREE WSO's

I LOVE this one! I've gotten so many stinkin' subscribers from running free WSO's it's not even the opposite of un-funny. Huh?

This method is not free. It'll cost you exactly 20 bucks.

But the idea is that you run a Warrior Special Offer on the Warrior Forum... and you don't charge a penny for it. You simply put up a nice little description page, include an image of your giveaway product, and then provide a link to your squeeze page.

You're essentially advertising your squeeze page.

And it's cool because whereas your squeeze page won't include tons of enticing information, and your goal is to pack as much excitement as possible into the smallest amount of space possible, on your WSO thread you can go nuts.

You can really get folks excited to claim your free offer!

Of course, there are rules you have to follow. You can NOT send this traffic to a PLR offer, so if you didn't create the freebie yourself, don't even think about using this traffic generation strategy. Otherwise, have a blast with this one.

Bump your thread every time it gets to the third page... this will get you hordes of fresh leads. If you ever bump it and you don't get a great response, then you may want to wait a while (perhaps a week or two) before bumping it again.

If you still don't get a great response, then you may want to start a new thread with a new "sales" letter. Just keep trying new things until your list is at 1000.

WARNING:

Please don't make the mistake of trying to become a "traffic expert." I see people all the time just going absolutely crazy with this stuff, trying to learn every traffic generation strategy in the world...

Media buys, PPC, PPV, guest blogging, blog commenting, SEO, Facebook, Craigslist, etc.

It's too damn much. PLEASE PLEASE PLEASE keep it simple, okay? If you can afford solos, then just do that. If you'd like to throw a free WSO into the mix, fine. But don't kill yourself learning traffic. Just follow 21 and Done. The traffic will come!

Your Assignment:

1. Locate quality solo ad sellers. Purchase Matt's list and Rob's list, if you can. If not, use the other resources discussed in this chapter to hunt down reputable sellers.

2. Get Hypertracker, enter your actions, and create your email swipe. Use my example above as a guideline, if you'd like.

3. Buy solo ads (or use one of the alternatives discussed above)! Start small and work your way up. 1000 is your goal. Easy!

6. Promote to Your Buyers Lists



Excellent! So now you've got yourself 3 products (and bonuses) to promote, 21 kickass promo emails loaded up, an enticing freebie and squeeze page all primed and ready to start capturing fresh leads... and you're actually driving quality traffic to your offers.

It's a VERY good thing you've done here, my friend.

Now in this chapter, you're going to actually begin the process of cashing in on your buyers lists! Ummmm, you did wanna get paid for all this stuff, didn't ya? ;)

By the way, just in case you're wondering why we're going through the trouble of building up these buyers lists...

The reason you really want these lists is that the folks who are on them have already demonstrated a propensity for pulling out their credit cards and actually making a purchase on an Internet marketing product. Think they might buy more?

Of course they will!

And the reason you want to take these buyers off your freebie list and put them on a whole nother list is that you're going to be using your tire-kickers for other purposes.

We'll get to that in the next chapter. But here's a super brief explanation...

"21 and Done" defined: We put tons of people on our list. We give them 21 days to make a purchase. If they don't buy within that 21-day threshold, we're DONE trying to sell to them. Now we use them for clicks... list building currency, if you will.

But if they do buy within that 21 day threshold...

Then they just bought themselves the right to not get blasted with ad swap and solo ad emails. See, after 21 days, the subscribers who are still on our freebie list will receive one to two emails from us every day. At this point, we want to grow our list as quickly as possible... and maybe even cash in with a few solos. Again, this is Chapter 7's focus.

But here's the thing...

When these subscribers make a purchase and end up on our buyers list, we'll totally "take it easy" on them. We'll still be sending an email every day, but not to all three lists at the same time. Here's how it's gonna look...

Sticking with our three examples from the previous chapter (list building, Kindle book publishing, and membership sites), our emails will be sent out in the following way...

Monday – We'll send a list building related email to our list building list.
Tuesday – We'll send a Kindle-related email to our Kindle publishing list.
Wednesday – We'll send a membership-related email to our membership site list.
Thursday – We'll send a list building related email to our list building list.

Friday – We'll send a Kindle-related email to our Kindle publishing list.
Saturday – We'll send a membership-related email to our membership list.
Sunday – We'll send a list building related email to our list building list.
Monday – We'll send a Kindle-related email to our Kindle publishing list...

And so on. We'll just keep cycling through our three lists... easy!

Broadcast vs. Follow-Up:

While it can really be tempting to load up your buyers lists' follow-up email sequence, and turn this into something that will be fully automated at some point, I really don't think (at least from an affiliate marketing standpoint) that it's the best idea.

And here's why...

In the Internet marketing world, products come and go. Affiliate products you recommend in your follow-up sequence may become obsolete, and perhaps even get pulled from the market altogether. Price points change, buzz dissipates...

Not only that, but when a hot new product launches and you just HAVE to promote this sucker, it can be tricky to blast the offer out to your list(s) when said list is already cluttered with emails. You'll invariably be sending out more than one promo a day... one follow-up and one broadcast. They'll actually be stepping on each other's toes.

Understand?

This can get you a lot more unsubscribes than necessary, and will likely dilute the effectiveness of your launch promo.

As such, I suggest that you just stay up to date on new product releases and promote

via broadcast email. This means that you'll have to endure massive 15 to 30-minute work days... I know, life is tough! ;)

Now this is provided you are, in fact, doing affiliate marketing with your buyers lists. There are other options, such as creating your own products, going with content-only emails in an effort to promote a coaching program in the future, or sending traffic to a product review site (see chapter 8) to build up a promo-only list, etc.

These are certainly options you have at your disposal, and in any of these instances, loading up a follow-up sequence is perfectly acceptable. But the fastest and easiest way to monetize your buyers lists is with affiliate promos. So for the rest of this chapter, I'll assume that this is the path you've chosen to take.

...but don't let my assumptions dictate YOUR actions. This is YOUR business! ;)

In your bonuses folder, you'll see a product called "Buyers List Bonanza." I strongly recommend that you read this book to gain a much stronger working knowledge of what it takes to build and market to highly profitable buyers lists.

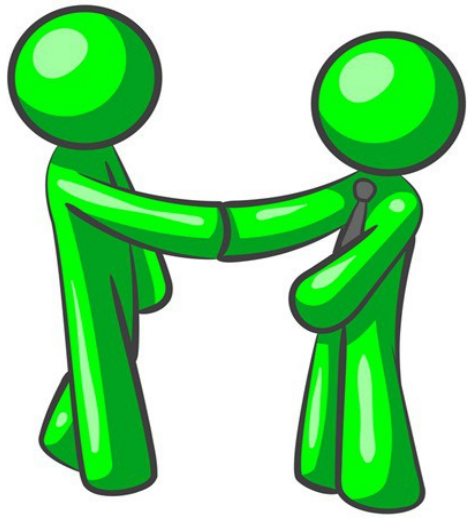
Your Assignment:

1. Establish a mailing schedule for your three buyers lists. You can send to your list building peeps on Monday, your Kindle peeps on Tuesday, and so on....

2. Look for new, relevant offers in your WarriorPlus and/or JVZoo account every day. Apply to promote them. Send out broadcast promo emails following the schedule you just established.

Next...

7. Run Swaps, Sell Solos



As we've discussed, not all prospects are equal in terms of value. At least, they're not all valuable in the same way. Some are great for helping us generate sales (affiliate and otherwise) for ourselves, while others are great for sending clicks to other marketers.

And why, pray tell, would we want to send clicks to other marketers? Because clicks are currency, and in the list building game, we use clicks to "buy" one of two things...

1. **Traffic**
2. **Cash**

The second half of this chapter title is totally optional. A lot of people earn full-time livings online doing nothing but selling solo ads. I personally don't sell solos at this stage of my career, but I may change that soon.

The money's just too good, and the effort is minimal.

We'll talk about this a little more at the end of this chapter. However, our primary objective here is to get you ad swapping like a freak of everlovin' nature!

Listen, you can absolutely bombard your list with swap emails if you want. One or two per day? Sure, why the heck not? "But, but, but." Let's handle some objections...

"Won't I get a lot of people unsubscribing?"

Oh, hell yes. Tons of people will unsubscribe. But even more people will be getting added to your list. For every person you chase off your list, you'll likely be adding 2 or 3 new people into your funnel via ad swap traffic. And if you're doing integration marketing (following my "JV Double-Down" techniques), you'll be doing even better!

Besides, the people who are unsubscribing were given 21 chances to buy from you. They failed to take action. These unsubscribes are non-buyers. Not too big a deal.

For this reason, even if you were only breaking even and getting one new person for each unsubscribe, you're still paving the way for a fresh set of eyeballs to be exposed to those 21 buying opportunities. A fair trade if you ask me!

"Is This Unethical?"

Hardly. It's only unethical if what you're offering is total crap. But you're going to be providing value to your subscribers. We commonly refer to people on your list who aren't buyers as "tire-kickers." All you're doing is giving them plenty of tires to kick! ;)

Not only that, but when you run ad swaps (explained momentarily), you give them several opportunities to get on other people's lists. Maybe one of those other marketers has an offer that better meets the needs of your prospect.

And if this is the case, then that other marketer could change your prospect's life. So not only have you provided another online entrepreneur with a great new customer, but you played matchmaker to a life-changing event in someone's business!

You're kind of a hero, if you ask me. ;)

Perspective, my friend.

So let's cover exactly what you're going to be doing, okay?

If you don't know what an ad swap is, it's essentially the same dang thing as a solo ad. The only difference is that you're not paying a list owner money to send your email.

You're simply returning the favor.

They mail your offer to their list, and you mail their offer to your list. This is absolutely brilliant, and it truly turns what would otherwise be looked upon as fierce competitors into some of your most powerful allies. Everyone wins!

There are a few different ways in which people do ad swaps, and it's very beneficial for you to know what each of them are, and how they can be used.

1. **The straight ad swap.**

   This is a broadcast email sent out by both parties at an agreed upon time. For example, 6am EST next Wednesday morning could be your scheduled swap... and you'll each queue up your autoresponder to send out your partner's offer at that exact time. You will both begin getting opt-ins from each other right away!

You can choose your partners based on list size or number of clicks you can send. For example, if you can send 100 clicks, then you'll want to choose a swap partner who can do the same. This keeps everything fair. Sometimes, you'll have to rely on list size. Not as fair, but sometimes you've just gotta.

2. **The autoresponder swap.**

   This is the same as above, but instead of sending out a broadcast, you actually load up your partner's offer into a specific slot in your follow-up sequence. For our purposes, this would be email #22 or above.

   Your partner will load your message into their follow-up sequence for the same day. Now you've both got automated, ongoing traffic! Just make sure to check your tracking program (again, I use Hypertracker) to ensure that you're both sending comparable amounts of traffic to each other.

3. **Click banking.**

   This is an excellent way for "the little guy" to swap with some of the bigger fish in the IM world. Here, all you're doing is sending clicks to a larger list owner's squeeze page over time. Then, once you've delivered the agreed upon number of clicks, they'll reciprocate with just as many (if not more) clicks all at once.

   For example, if you agree to send me 200 clicks, you can send me these clicks gradually, over time... even if it takes you three months.

   Then, as soon as you've delivered that 200th click, I'll mail your email swipe to my list and get you those 200+ clicks within a day or two. Very powerful!

4. **Integration marketing.**

   Similar to other methods of ad swapping, you and your swap partner send traffic to each other. The only difference here is that you use virtual real estate other than your email list to do so. Locations such as your thank-you page, download page, bonus folder, or even within the product itself can work very nicely.

   For example, you can place a link to your partner's squeeze page on your own download page, and your partner will place a link to YOUR squeeze page on HIS OR HER download page. You can do this with as many partners as you want!

I strongly urge you to embrace the more passive (3-4) of these swap relationships. Set them up and enjoy that hands-free traffic! Please go through "JV Double-Down" in your bonuses folder for all that yummy goodness.

For our purposes in this chapter, however, I'm mainly going to have you running straight ad swaps. The only reason, mind you, is that I don't want to turn this into a massive publication. Too many times, more information leads to less action.

Sad but true.

That's why I've included "JV Double-Down" as a high-powered bonus. If you want to maximize your list building leverage, I have no doubt that you'll find some great tips and strategies in that guide which can help you to do just that.

Just know that when you set up those passive swaps, your straight swaps will become exponentially more powerful, as they'll help you to fulfill those passive partnership agreements. You'll be feeding a very high-production machine. Make sense?

But for now...

Just as they are for locating solo ad sellers, the Warrior Forum and Safe-Swaps.com are two great places to find quality ad swap partners. You can find enough partners to keep you busy for years! And what's great is that the more swaps you do, the bigger your list gets. And the bigger your list gets, the more big list owners you can swap with.

It gets all exponential-like, homie!

Final Note:

It's important that you ONLY send your partners' ad swap emails out to people who have been on your list for 22 days or longer. You can do this in GetResponse by clicking "Contacts," then "Search Contacts."

Next, you'll click "View All Contacts."

Then, under the "Autoresponder sequence:" header (on the left), choose only "Now receiving autoresponders" from the dropdown. Under "Campaigns:," only select your freebie campaign from the dropdown. Then, click the "Search" button.

Finally, click "Actions," "Save Search," and then go ahead and name your saved search "Ad Swaps" or something similar. Once this is saved, you'll select this segment every time you send out an ad swap, solo ad, or any other promotional newsletter.

It's self-updating, so you never have to pay attention to dates or durations or anything like that. This allows you to only send ad swaps emails to folks who really are in the "21 And Done" sweet spot, so to speak!

Easy, right?

"So What About Selling Solo Ads?"

This is totally optional. I'm currently not selling solos, but I plan to. The thing you'll want to do here is pay close attention when you actually buy solo ads. Look at the offers, common prices, rules, and general layout of different sellers' offer pages.

Learn by watching other sellers. And don't be shy about contacting these people and asking them about their business. Find out how frequently they mail their lists, if they mail to subscribers only, buyers only, or a combination of the two.

Pay close attention to these people. That's how you'll learn.

One of the most famous solo ad sellers out there is Igor Kheifets. He charges big money for his solos, and he makes a fortune. Last I heard, he was pulling in over $30,000 per MONTH doing nothing but selling solo ads to other list builders! That's out of control.

I think I'd like to get in on that action. How about you?

Again, this is totally optional, and because I don't do it myself, I'm certainly not qualified to teach it. But I also think I'd be doing you a great disservice if I didn't at least make you aware of the option. This is big business, my friend. And from what I can see, it's really not tough to do. You send someone else's email to your list. Easy peasy!

Testing and Tracking...

We've already talked a little about tracking, but I would just like to state that I personally track everything, and I encourage you to do the same. You need to really be diligent about this and make sure you're tracking your:

- ✔ Outgoing solo ad links

- ✔ Incoming solo ad links
- ✔ Outgoing ad swap links
- ✔ Incoming ad swap links
- ✔ Outgoing integration marketing links
- ✔ Incoming integration marketing links
- ✔ Outgoing click banking links
- ✔ Incoming click banking links

Also, you really need to get in the habit of testing every single email that you queue up. Aweber gives you the option of sending a copy of your email out to yourself before it ever goes live. Take advantage of that option. Send yourself the email so that you'll know in advance what all your subscribers and/or customers are gonna see.

After clicking the "send test" button, go check your email. Open it up, give it a good read. Is it formatted nicely? Is the text large enough? Do the links look enticing?

Click the links! Click the links! Click the links!

Never forget to check to make sure that the links take you where they're supposed to. I can tell you from experience, it's totally freakin' embarrassing to send out an email with broken links. I've done it twice. It was painful both times.

After you've clicked the link in your email, check your Hypertracker account (or whatever tracking service you're using) to make sure that the click was counted. If it wasn't, wait awhile. It may just be slow. If it still doesn't count it, then you've got some troubleshooting to do before that email goes live!

Listen, performing these little tasks on a regular basis may seem slightly daunting to you at this stage, but I assure you, it will all become second nature to you as you go.

And I'll tell you what, it doesn't take nearly the amount of time that working a 9 to 5 job does, it pays a whole lot better, and you get huge raises all the damn time! Bottom line, there's no whining in list building... only profiting and celebrating!

Your Assignment:

1. Set up any autoresponder swaps, integration marketing deals, and click banking partnerships you'd like to in advance. See "JV Double-Down." This will create a nice, ongoing, passive traffic system, making the next steps even more powerful!

2. Make sure you've got at least 1000 people on your freebie list, who have been on your list for at least 21 days, before proceeding.

3. Go to Safe-Swaps.com and/or the Warrior Forum. Start setting up ad swap deals with as many marketers as you can. 6am EST is generally a great time to set your swaps for. You can use the exact same email swipe that you used for your solo ads. Try to book your calendar full for a whole month! 1 or 2 swaps per day!

4. Set your partners' email swipes to go out via newsletter in your GetResponse account. Again, set these up for the agreed upon dates at 6am EST, ideally.

5. Make sure to send these emails out ONLY to the folks who have been on your list longer than 21 days! Follow the simple GR instructions above.

6. Test and track everything. Click your links before sending your emails.

Please don't underestimate the power of running ad swaps. If you hit this aggressively, it can completely change your life. And remember to start trading up for bigger and bigger swap partners as your list size grows... and grows... and grows... and grows!

8. Start a Review Site (Optional)



When I say "optional," I really do mean it. If you've taken the appropriate actions up to this point, then you've truly got everything you'll ever need to enjoy a wildly profitable online business for pretty much the remainder of your natural life!

But...

This is far too good of an opportunity for me to just leave it at that.

You're going to have some pretty stinkin' great IM email lists. To these lists, you'll be providing great information, offering great relevant products, and even selling solo ads, if you've chosen to go that route. You're already set and ready to make money.

But what is the very best thing about having a list?

The answer is traffic. Traffic on demand. Traffic that you control.

And when you've got this kind of traffic and can send it anywhere you want with a simple click of a mouse, why wouldn't you want to send it somewhere that gives you the BEST chance of making great, recurring profits?

Okay, so let me cut to the chase...

When you send promos to your buyers lists, you definitely don't want to blast your customers with offer after offer. They expect you to take better care of them than that. You should really only promote affiliate products to them about twice per week.

But what if you can send them to a product review site... and you can get them on a list with the sole intention of sending out daily product offers?

And what if they sign up to this list with the full awareness that this will happen? In other words, what if they give you permission to blast daily product offers to them?

I'll spare you the guesswork.

Money happens. Lots and lots of money.

Think about Mike Lantz from Warrior+/WSO Pro, the primary affiliate platform for the Warrior Forum's "Warrior Special Offers" (WSO) forum. This cat sends thousands of targeted clicks to a new product offer, which he has selected as the "WSO of the Day."

EVERY day!

It's shameless daily promotion, and there's absolutely no reason why you can't do the same thing. You don't need to control an affiliate platform to do it, either. You can simply buy WSOs of the Day, go through them, and put up a simple review on a Wordpress blog that you've created solely for this purpose.

You can check MINE out at http://WSOCaptain.com.

You'll see that it's just a really simple blog on which I've done a few product reviews. I intend to do several more, but since I'm currently working on "21 and Done," it's a bit hard to keep up with it. But I will. You'll see! ;)

By the way, this site already makes me money, and I really haven't done anything with it yet. Just a few simple reviews. I've not even built my list yet. In fact, I've only got one subscriber to date! But once built up, this should prove to be my most profitable list yet.

Also, you don't have to write a new review every day. The emails you send to your list aren't necessarily designed to drive traffic to your review site. In fact, it's actually the other way around. Your review site is designed to get people on your list!

Your daily emails can link straight to the affiliate offers. Easy peasy!

If starting a review site and building a promo-only email list is something you'd like to do along your "21 and Done" journey, then these are the steps I recommend you take...

1. Buy a new domain. Name it something with the word "WSO" or "reviews" in it.

2. Point it to your hosting (you can use the "Baby" plan you registered in chapter 2) and install Wordpress on it.

3. Create a new list in Aweber. Do NOT set it to remove people from your other lists when they sign up for this one. On the "From" line (the name that your subscribers will see your emails as coming from), use the name of your site, and not your own name.

This list should remain a separate entity altogether. For example, my main list may be from "Lee Murray," but my promo list is from "WSO Captain." This way, if they unsubscribe from one list, they'll still remain subscribed to the other.

4. Install Wordpress on the root of your domain using Fantastico Deluxe (in cPanel). If you don't know how, look it up. There's free training everywhere!

5. In your Wordpress dashboard, set your permalinks to /%postname%/.

6. Install the following plugins: All In One SEO, Sexy Bookmarks, Antivirus, WP Simple Firewall, Google Analyticator, Fast Secure Contact Form, Google XML Sitemaps, and any other plugins you may have and/or like.

   I also recommend that you check out Jan Schets' new plugin, WP-Engagement, which allows you to classfully add an email opt-in form to the bottom of each page. It also has social sharing, related content, and commenting capabilities.

7. Integrate your autoresponder and encourage people to sign up for your list in every single review you do. Use my site as an example.

8. Don't forget all your necessary blog pages! You can go to my site, go through all my pages (not posts), and copy them to use on your own site. Just make sure to replace all instances of my details (name, website, email address, city, etc.) with your own. Don't go dragging my name through the mud, you freakin' psycho! ;)

   This should really go without saying, but you actually don't have permission to copy my "Top 10" or "About" pages. Do your own Top 10, About, and Contact pages. Use the Fast and Easy Contact Form plugin you installed above.

   Only copy and edit my "Terms of Use," "Privacy Policy," "Earnings Disclosure,"

and "Anti-Spam" pages please. I appreciate it.

9. Mail daily promos to your list. Cha-ching!

Now getting people to visit your review site really shouldn't be too hard. For starters, you can get some great SEO traffic from the search engines just because your reviews will be for new products... and these products won't have loads of competition.

Each post you do will be named after the product. In fact, "Product Name Review" will be the title of each post. Obviously, you'll be replacing "Product Name" with the actual name of the product you're reviewing. Now why on Earth did I even feel compelled to tell you that? I already know you're a smart cookie. I may just need a nap... or a hug.

(Both of those words are code for "beer.")

Beyond SEO, you've got another really powerful traffic option at your disposal. Can you guess what it is? I'll give you a hint... it rhymes with "she-male fist."

"Dude, really?"

Sorry about that. I'm totally talking about your email list! Your buyers lists, more specifically. If you've been taking action on this book, then you're already doing everything it takes to create your own profitable list of subscribers and buyers alike.

This is YOUR traffic. You OWN this traffic source for as long as the people stay on your email lists. And you're always adding fresh faces to the party... you've got this!

All you've gotta do is send your buyers list traffic to your REVIEWS. Don't send them straight to offers. Let them go to your review site and hopefully sign up. Again, you're not taking them off your buyers list when they do so... and your emails will be coming

from a different name. So you're completely playing it safe... and incredibly smart!

In other words, the process is as follows...

People get your freebie (3 Ways) product and are put on your subscribers list. When they buy one of your PLR products, they're taken off your sub list and put on a buyers list. They receive promo emails (about 2 per week) from you that lead them to a review of a related product (your Kindle list would be sent to a Kindle product review, etc.).

In each review, you'll encourage your site visitors to subscribe to your daily promo list. When they do this, they're added to a new list, but NOT taken off whatever buyers list you sent them to your site from. Now they're on two of your lists. Bingo!

So that's really as much detail as I'm gonna go into regarding this particular option.

You really don't have to do this at all, if you don't want to. There's no question that it'll make more work for you. And if manually sending out an email every day, and constantly updating your site with new product reviews, are things that you deem to be "more trouble than they're worth," then in no way do I fault you.

The first 7 chapters of "21 and Done" are plenty effective, and can change your life all on their own. So please don't feel pressured to do a review site.

That said, the power of this review site to double or even triple your income is there. Folks like Mike Lantz have earned mind-melting sums of easy cash doing this. And if you think it's worth the effort, then I truly believe that you'll be rewarded handsomely.

One final note on this...

Please feel free to outsource these reviews. You can find people on the Warrior Forum,

99centarticles.com, or any number of other freelancing sites who would be thrilled to hook you up with a quality product review for 5-10 bucks. Budget $30 a week and have these reviews produced for you constantly!

Just make sure you actually buy the product (usually under 10 dollars as a WSO) and send that product to your reviewer.

NEVER do or outsource a blind review where you're just making stuff up. That's not cool, and it won't do your business any favors. Besides, the reviews should be honest. Crappy products should be exposed on your site... this will lend much authenticity to your business. Remember, you're in the business of helping your fellow IMers!

So that's really all there is to share about this option.

Since it's not a requirement to make "21 and Done" work, I'm gonna go ahead and skip your assignment list. I'm sure you can figure out whatcha gotta do! ;)

Alright then. Let's wrap this sucker up...

Conclusion:



Let me tell you how convinced I am that "21 and Done" is going to change your life...

This is the exact business model that I'm using to market my own products. I'm not doing anything differently than what I've taught in this book.

Well, I am a product creator, obviously. So I'm not affiliate products and bonuses. I'm selling my own stuff. But that's really a technicality. Also, I'm actually doing follow-up emails with my buyers lists because I offer coaching. So yeah, that's a little different.

But again, the essence of this business model is still totally the same. I'm getting people into my funnel by sending solo ad traffic to a squeeze page giving away a "3 Ways to" freebie, and promoting three of my products within that free e-book.

I've also set up 7 daily emails in which to promote each of these products... 21 emails in all. I'm doing post-21 day ad swaps, integration marketing... the whole nine.

I intend to sell solo ads in the very near future, and I've already begun my review site and daily promo list. Things are totally set up for me to succeed with this model myself,

and in a very massive way. Let me share something with you, hopefully for inspiration.

My personal income goal for 2014 is to get to the point where I'm earning $500 per day without breaking a sweat. By the end of 2015, I intend to be brining in 30k per month. And by the end of 2016, I plan to be pulling in over 50k monthly!

And I am going to achieve these goals simply by implementing my own "21 and Done" system exclusively! Sure, I'll be offering high-ticket coaching (as I already am)... but marketing that coaching program is going to be more streamlined than ever.

In other words, I wrote this book for me. I wrote it to meet a need that I've had in my own business. That need, if you're wondering, is to stop relying on big launches to "move product" on a large scale. "21 and Done" is just what the doctor ordered!

I could have totally kept this to myself. But ef that.

I'm taking you to the top of the mountain with me, amigo. Hell, I needed a fresh, new product anyway. So if you can say "two birds with one stone," then I can say "exactly."

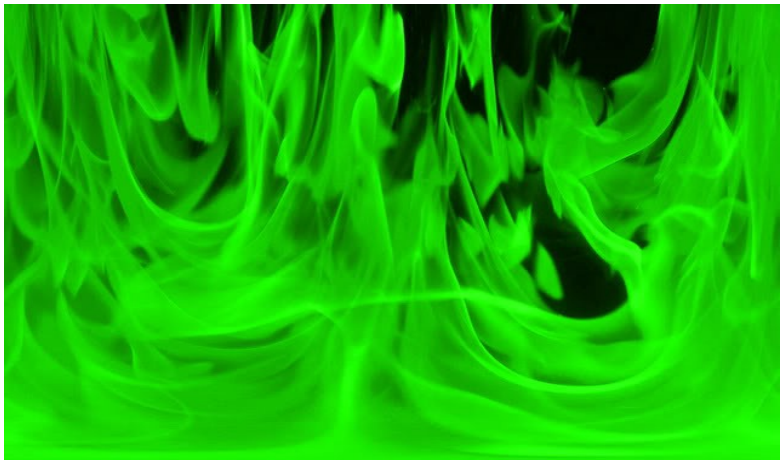
I encourage you to go through this book again. Make sure you understand everything. I try to be concise, but sometimes I ramble. If I've written anything in this book that you don't understand, please contact me at lee@listbuildingwithlee.com for clarification.

I can't tell you how grateful I am that you've picked up "21 and Done," and how impressed I am that you've read the whole thing. Gosh bless you to freakin' heck.

Yours in fun and success,

Lee Murray
http://ListBuildingWithLee.com

Bonus: Green Hot Resources



Top Solo Ad Sellers:

Remember, Safe-Swaps.com, the Warrior Forum, and Reed Floren's Solo Ad Directory are three great places to get unbiased reviews from actual solo ad buyers. Use these three resources and you'll be fine.

But...

I strongly encourage you to pick up Matt's solo ad list, as well as Rob's solo ad list. These two guys have reviewed hundreds of solo ad sellers, and are only presenting you with the very best of the best. These sellers send high-converting traffic that results in more opt-ins and sales... period!

GetResponse Autoresponder Service:

Click here to get started with the world's #1 autoresponder service FREE for your first month of service! This is NOT optional. You must have this!

Hostgator Web Hosting:

Again, not an option. You need hosting. So why not go with the best in the business? Hostgator has amazing 24/7 support, cPanel, and surprisingly low prices on generous packages. Click here to get your "Baby" plan now!

Ad Swap Partners:

The Warrior Forum and Safe-Swaps.com will have all the swap partners you'll ever need... in the unlikely event that you ever run out, just cycle through them again! ;)

The World's Finest Email Marketing Training:

Lee Murray's "Email Slick" - The World's First "DFY/DIY Hybrid" for Email Marketers. Click Here to Get Started!

More From Lee Murray



21 IM Content Emails Written by Lee

PRODUCTS:

The White Hot List 2

Email Slick

Zero to Beero – Now FREE!

Down and Dirty List Building

Health Market Gold: Affiliates Edition

Learn to "Churn and Burn" to Earn! – Coming Soon!

Money For Grace – Coming Soon!

Health Market Gold: Bloggers Edition – Coming Soon!

Sales Funnel Supreme – Included as a "21 and Done" bonus!

Your Squeeze Page Is Bananas! – Included as a "21 and Done" bonus!

Buyers List Bonanza – Included as a "21 and Done" bonus!

JV Double-Down – Included as a "21 and Done" bonus!

Deep Niche Diving – Included as a "Health Market Gold" bonus!

Health Review Rampage – Included as a "Health Market Gold" bonus!

WEBSITES:

WSO Captain

List Building With Lee

Health Market Gold

Lee Murray PLR

INCOME OPPORTUNITY:

Become a "21 And Done" affiliate today!

Click Here to Apply!