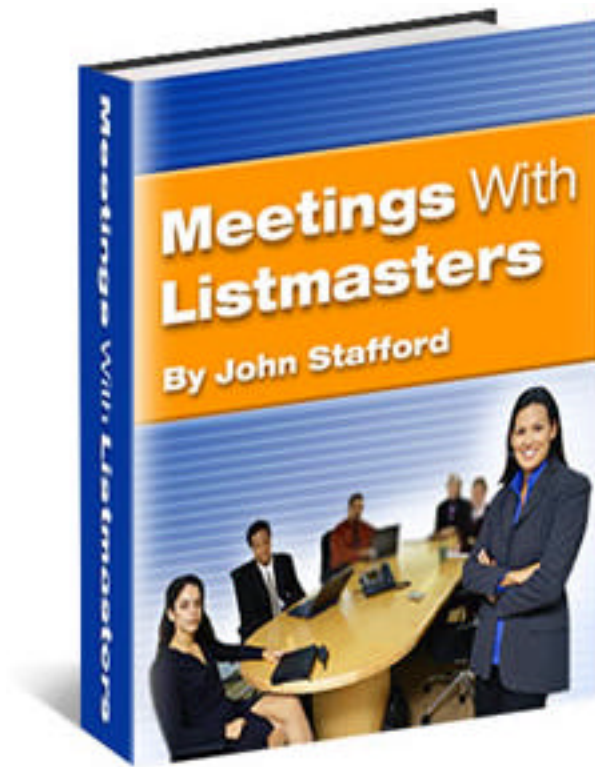


# Meetings With List Masters

---

## Meetings With List Masters



Cover Design By: [Brian Terry](#)

By:

John Stafford

Page 1

# Meetings With List Masters

---

## Limits of Liability/Disclaimer of Warranty

---

Copyright 2002 © John Stafford. "All rights reserved"

No portion of this book may be reproduced in any format without the expressed written permission of the author. All violators will be prosecuted.

While every attempt has been made to verify information contained in this publication, the author assumes no responsibility for any errors, omissions, interpretation or usage of the subject matter herein. This publication contains only the opinions and ideas of its author and is intended for informational purposes only. The author will in no event be held liable for any loss or other damages incurred from the use or misuse of any and all information contained in this publication.

**IF YOU DO NOT ACCEPT THIS, DO NOT CONTINUE!**

### Become a Registered Reader

You'll get:

- The right to give this book away to whoever you like
- Free Updates For Life
- Promo Tools like Graphics, plus a Bonus optin pop up for your site

To register, Send a blank email to: [reg@listwarrior.com](mailto:reg@listwarrior.com)

Thanks a bunch,

John

## Meetings With List Masters

---

Hello Guys,

With so many people screaming "The moneys in the list" these days, it seems like everyone has a different take on how to build one. So, I decided to ask the "Masters of the List" exactly how it's done.

I hope you all benefit from their insights and apply them to your own efforts.

That being said, snatch up a pen and paper or whatever you use and take some notes :)

Good luck and happy list building,

John

P.S. When you're done reading, don't forget to stop by [List Secrets](#) for my view on how to build your list.

P.P.S If you need more help, you can sign up for my List Building Tutorial by sending a blank e-mail to: [tutor@listwarrior.com](mailto:tutor@listwarrior.com)

P.P.P.S Would you like this book to make you money month after month? Get your own customized copy for 29.95 by [clicking here](#)

# Meetings With List Masters

---

Allan Says of The [Internet Marketing Warriors](#)

**In your opinion, What are the top 3 ways to grow your list?**

1. Getting Affiliates To Bring You Subscribers
2. Having A Sign Up Form In Your Main Web Site
3. Having A Sign Up Form In An E-Book People Either Sell Or Give Away

**Do have a favorite tool you use to make your running your list easier?**

Not really. I've always used services like [Optin Pro](#). Now that I have [List Warrior](#) I'll be using that.

**What things should newbie list builders be focusing on first??**

Asking me that question could be dangerous;) I'm all for being provocative, outrageous and shocking in one way or the other. If it's boring same o, same o, it's dead before it can breathe.

That's only in the money making field however. Although any newsletter subject could always use a little juice added to it.

If you have a niche market and can provide really great info in a personal manner that's all you need.

# Meetings With List Masters

---

## What's one thing you should NOT do when building your list?

I have to say two things...

1. Never mail out one junk offer after another
2. Mail something EVERY week or two weeks at least

Nothing is worse than getting on a list you think is going to be great and then getting email after email promoting everything under the sun.

One the other hand, if you don't email me something at least every two weeks I'll forget I signed up with you and say you spammed me. (Well, I won't but other people certainly will)

Try to strike a balance between making your offers and being a real person that seems to care about the subscribers success.

I've actually made both of the mistakes above. I've never mailed junk offer after junk offer to my lists but I did send out an offer that was a bad mistake. All it takes is one to make you look really bad. Most of my list forgave me but quite a few did not and they left.

I've also been horrible about contacting them enough. The one saving grace I have is with a name like Internet Warriors they definitely remember that they did sign up.

## What was the most important thing you learned since you started building your optin list?

## Meetings With List Masters

---

That it's like GOLD. Or actually much better than gold.

For example, when I created Host4Profit.com I sent a simple message out to my list. I never expected to pull in over \$600,000 in the first 6 months but that's what happened.

Almost everything I have sent out brings back an instant flood of orders. It's really amazing to see it happen.

### **What project are working on right now?**

Totally redoing the [Warrior offer](#). It's going residual. Within a few days there will be no more \$49.95 for lifetime access. It's sad to see it go but things have to change with time.

The "secret site" concept has been copied so much people can't tell where the real deal is anymore. So I have to change things up and show them

There are a ton of new and powerful features...but I can't say anymore than that now.

# Meetings With List Masters

---

Terry Dean of [Netbreakthroughs](#)

**In your opinion, What are the top 3 ways to grow your list?**

In my opinion the 3 fastest ways to build your lists are through ezine advertising, article submissions, and co-registration companies. There are dozens of ways to build your lists, but the above three strategies will get your lists growing the fastest.

**Do have a favorite tool you use to make your running your list easier?**

I use an autoresponder service to run my ezine. Think about your options. You could send it from your own computer, but that will take up hours of your time. You could use a listserver, but those cost \$400 and up. Or you could use an autoresponder service and get it for \$19.95 a month or less for UNLIMITED mailings. The autoresponder service I use is:

<http://www.aweber.com/?871>

**What things should newbie list builders be focusing on first??**

Use your ezine to build your relationship with your prospects. You have to do at least a little bit of the writing yourself. Even if you feature articles from other guest experts, you still need to write a couple of paragraphs at the top of your ezine.

Think of that section as your editorial section to give your views, your opinions, and your life. Some people won't like your opinions, so they can unsubscribe. This section will bond you with your future customers and that's the value of it.

**What's one thing you should NOT do when building your list?**

# Meetings With List Masters

---

Don't just build a list and plan to contact them later. You have to contact your new list members the moment they join your list. That's part of the value of using an autoresponder. Have a thank you message for subscribing that gives them a freebie of some type.

Then make sure to contact them at LEAST once a month. Any less than that and they'll forget you. A list you built 6 months ago and have not contacted is next to worthless.

## **What was the most important thing you learned since you started building your optin list?**

This would relate back to what I said in the above question about

what new people should focus on first. Don't just count the numbers on your list. I've seen ezines with 200,000 subscribers who barely get any response to an offer they send. I've seen other ones with 3,000 that have incredible response rates. Learn to build that relationship with your list members.

Another key element and strategy to use is to balance content along with sales messages. I used to be more content oriented thinking the majority of what you send should be content. I've now learned that the content/ad mix should be more like 50/50 to train them to be customers.

Give them some content. Make an offer. More content. Make a better offer. Mix the two together for best response.

## **What project are working on right now?**

I always have a lot of projects in the works. My biggest project for people who are interested in earning maximum money online would be my new Protege program which is just now being released.

People can visit <http://www.bizpromo.com/>, sign up for my list, and then find out how they can become a personal protege of mine. I'll take you from just starting

## Meetings With List Masters

---

out to making money online with your own automated businesses...with information, mastermind group sessions, and personal one-on-one help.

## Meetings With List Masters

---

Joe Vitale of [How to Write Your Own Ebook in as Little as 7 Days](#)

**In your opinion, What are the top 3 ways to grow your list?**

The best is to have a website so information rich people are finding it and so eager to know more that they sign up for your email alerts and news flashes.

Second best is to have articles all over the net, distributed by ezines, that carry your resource box with an invitation to join your elist.

Last are subscription building services, such as <http://www.leadfactory.com/>

**Do have a favorite tool you use to make your running your list easier?**

I use a simple software program called Subscribe Me. I used to handle my list right in my Outlook address book--until it became so big Outlook split it into two lists. I knew I needed a more powerful program then.

**What things should newbie list builders be focusing on first??**

Focus on delivering content. The more you think of what people want to receive, and the more you deliver it, the better your list will grow and you'll maintain the subscribers you get.

**What's one thing you should NOT do when building your list?**

Don't keep mailing your list with offers or pitches. Have a balance of information with selling. My rule of thumb is 90% information, 10% selling.

## Meetings With List Masters

---

### **What was the most important thing you learned since you started building your optin list?**

I learned that my list can make me rich. When my list was only 800 names, I tried an email only campaign to sell an email only e-class. I made \$25,000 in one week. That was a turning point for me. I learned my list would support me financially if I gave them what they wanted.

### **What project are working on right now?**

Several. I just finished three new e-books, and am working on two more. The next big one will be "Hypnotic Story Selling." Sign up for my newsletter at <http://www.mrfire.com/> to keep informed of it and other news.

# Meetings With List Masters

---

Yanik Silver of [Instant Sales Letters](#)

**In your opinion, What are the top 3 ways to grow your list?**

1. Pop-up box on your site
2. Joint Ventures
3. Co-registration names

**Do have a favorite tool you use to make your running your list easier?**

I like simply using my autoresponder for the list management.  
<http://autoresponder.yanikrecommends.com/>

**What things should newbie list builders be focusing on first??**

First, they need to focus on how they're going to be different than the 100,000+ ezines out there already. They need to develop their own voice or angle.

For instance, my favorite ezines are from people that aren't afraid to take a stand and voice their opinion. You can tell their likes and dislikes.

Plus, I also really like "behind the scenes" insider info. Benjamin Prater does a good job of this with his "Future Software Diary"

**What's one thing you should NOT do when building your list?**

Abuse them. Your list is your ticket to creating cash on demand. Too many people will bombard their lists with any of the latest opportunities that come down the pike. You have a responsibility to your list to treat them with respect and

## Meetings With List Masters

---

provide value. The amount of value you provide will be in direct proportion to the amount of income derived from the list.

**What was the most important thing you learned since you started building your optin list?**

Have one integrated way to handle all your lists.

**What project are working on right now?**

[WebCopySecrets.com](http://www.webcopysecrets.com). The best ad copy on the web is now analyzed and dissected by the creator. Six of the top Internet marketing superstars take visitors point-by-point and paragraph-by-paragraph through their copy.

<http://www.webcopysecrets.com/>

## Meetings With List Masters

---

Brian Garvin of [Lightning Popup](#)

**Brian, in your opinion, What are the top 3 ways to grow your list?**

There are many ways to grow your list. Here are my favorites and the techniques I employ most frequently...

1. At the bottom of each ezine ad I place, I use a sig file. This gives me extremely targeted prospects from all the major email newsletters. I mention something like this...

Subscribe to Mid Six Figure Income Earner Brian Garvin's A+ Marketplace Newsletter. Lots of Experts are on the list. As seen on National TV, Radio and most recently the Internet Marketing Super Conference IV in Las Vegas, Brian certainly knows what it takes to earn big money on the Internet.

[Optin Lightning](#)

2. I place a standard and Opt-In Lightning style Pop-Up on all the major pages of all my websites. I get plenty of subscribers each day, at least 10 doing this on autopilot.

3. When I send out newsletter ads, every now and then I tell them something personal about myself. This reminds my subscribers that I'm a real person, not just a flake that fell off the turnip truck last week trying to earn a quick buck online.

**Do have a favorite tool you use to make your running your list easier?**

I have 2 favorite tools that work great for me..

[Optin Lightning](#) - I use this for my A+ Marketplace newsletter.

[Lightning Popup](#) - I use this to capture leads with autoresponders

# Meetings With List Masters

---

## **What things should newbie list builders be focusing on first??**

I think newbies should do anything they can to start collecting subscribers to their newsletter list. If you're in the Internet Marketing business then you're in the email collection business just the same. Go to List Factory at <http://bigdogpit.com/go/go.php/oilleads>.

You can get leads for under 25 cents each here, unlimited amounts and they're yours to keep.

## **What's one thing you should NOT do when building your list?**

My suggestion is to not send out too many offers in too short a period of time. I'd never suggest more than 3x per week or you can "wear out" your list meaning you'll lose lots of subscribers.

## **What was the most important thing you learned since you started building your optin list?**

I've learned that people are ready to buy so don't be afraid to sell them. Fear of rejection, flames is all too common a fear among ezine publishers. Don't give in. If you haven't gotten someone upset by noon you're doing something wrong. Don't let others dictate how you run your Internet Marketing Business.

## **What project are working on right now?**

My biggest undertaking is Lead Lightning, a major autoresponder, ad tracking, reminder and forum service. A complete online automation service that offers over \$250,000 per year referring others. As of the time of this writing we are about to launch and have over 1,500 Internet Marketers, Ezine Publishers, Network Marketers and entire MLM companies jumping onboard.

<http://LeadLightning.com>

# Meetings With List Masters

---

Jim Daniels of [Affiliate Showcase](#)

**In your opinion, What are the top 3 ways to grow your list?**

By offering a free, valuable gift as a "bribe" to subscribe.  
Via "exit popunders" at your busy websites.

With links in a "mass appeal" ebook that you offer for free, and let others offer too!

See:

<http://download.com.com/3000-2125-10110400.html?tag=lst-0-3>

**Do have a favorite tool you use to make your running your list easier?**

Yeah, I use EltraEdit32 to tweak my text and wrap it all before sending. It's a great time saver.

**What things should newbie list builders be focusing on first??**

Content, and more content. Forget about rehashing old articles. People want fresh content from real experiences. Write about what you know and share the inside scoop with your readers!

**What's one thing you should NOT do when building your list?**

Don't overuse it! Too many new email list owners overwork their lists. People do NOT want an offer every other day. Keep posts that are not content based to a bare minimum. I "sell" to my list less that six times a year, and my subscribers are receptive to my recommendations when I do.

## Meetings With List Masters

---

**What was the most important thing you learned since you started building your optin list?**

That your readers want the information you worked hard to get. Share it with them and you'll do well!

What project are working on right now?

[Affiliate Showcase](#) - it is a simple way for affiliates of ANY program to get a professional website and make bigger commission checks.

It is taking off... it looks like there is a real demand for a low-cost solution to affiliate marketing, that takes "minutes" instead of months to implement.

# Meetings With List Masters

---

Allan Gardyne of [Associate Programs.com](http://AssociatePrograms.com)

**In your opinion, What are the top 3 ways to grow your list?**

I do things the slow, careful way. I'm here for the long haul. I want readers who know what they're signing up for, and tend to stay subscribed for a long time.

Here are three techniques that have helped me attract and retain 19,000 subscribers.

1. By far the most important thing to do is to provide interesting content - useful, practical information that your readers can immediately use to enhance their lives.

It's also very important to target carefully. Specialize in a small niche. For example, in the Associate Programs Newsletter I may occasionally stray into broader Internet marketing topics, but most of the time I stick to my niche – affiliate marketing.

My most popular articles are interviews with successful affiliates and descriptions of affiliate selling experiments. That's what my readers want to see.

They can read those articles and think, "I can do that!" and go out and do it. You can see from the testimonials I get –

<http://www.associateprograms.com.search/testimonials.shtml>

- that they like this approach.

Not sure what your readers want? An easy way to find out is to ask them by doing a survey. SurveyMonkey.com -<http://www.surveymonkey.com/>- makes that remarkably easy.

## Meetings With List Masters

---

If you provide practical, USEFUL content, not only will your readers stay loyal, they'll also recommend your newsletter to other people, who'll recommend it to more people...

I love it when I'm reading an article in a newsletter or on a web site and I come across a favorable mention of the Associate Programs Newsletter. That's better than any advertising!

2. Another good way to boost your list is to create your own products and launch an affiliate program for them.

Do it right, and your affiliates will send thousands of visitors to your site every month. While only 1% or 2% of them may buy, with a bit of encouragement a much larger percentage will sign up for your newsletter.

Of course, that will happen only if you offer high-quality products and have loyal affiliates - who STAY loyal.

Here are 28 ways to keep your affiliates loyal:

<http://www.associateprograms.com/search/affiliate-loyalty.shtml>

3. Make sure you have an eye-catching sign-up form on every page of your site, and give people a strong incentive to sign up. I offer a free search engine optimization course as an incentive.

I also use a once-only pop-under. It's probably less effective than some other email-gathering tactics but it's less obtrusive, so it suits my marketing style.

If you want your own once-only pop-under, you can create one very quickly and easily using a free pop-up generator that Christopher Pearce created for me:

<http://216.147.8.19/pop-under-generator.html>

# Meetings With List Masters

---

## **Do have a favorite tool you use to make your running your list easier?**

Because I travel quite a lot - Joanna and I spend about half the year in Australia and the other half in New Zealand - and we often stay in places that have mediocre Internet access, I use a web-based system to distribute the newsletter.

A few months ago I dumped the service I was using because it was apparently also being used by spammers and was getting a bad name. I now use Dundee.net, a web-based service, which works well.

However, Dundee has a horrendous interface that you have to cope with when you first use it. There are probably better options.

## **What things should newbie list builders be focusing on first??**

Quality content. Earning trust. Building a good reputation.

Once you've earned a good reputation you'll discover that you've also developed a certain amount of momentum which will carry your business along even when you work less.

## **What's one thing you should NOT do when building your list?**

Make sure you avoid the temptation to promote products simply because they pay a large commission. Do careful research and build your reputation by promoting only really high quality stuff.

## **What was the most important thing you learned since you started building your optin list?**

Things change.

## Meetings With List Masters

---

Just because a technique worked well last year, that doesn't mean it will work well this year. So be flexible and keep experimenting. Don't pin all your hopes on one technique.

### What project are working on right now?

One of my main goals these days is to delegate more so that I can concentrate on the things I do best - and have more time off.

For several years I worked crazy hours, about dawn to midnight, seven days a week. Now I'm learning how to spend more time with friends and family, while still increasing my income.

Here are two things I'm working on.

I'm playing with an idea for a survey that Nathan Power, who runs

<http://www.payperclicksearchengines.com/>

for me, can run in his monthly newsletter. I want to get his readers' views on a service that he promoted. If they give it glowing reviews, we'll promote it more heavily.

I'm also giving another assistant, Rupert Farrow, tips on a product he's creating. It's NOT an Internet marketing product. We're experimenting branching out into less crowded markets.

I been describing Rupert's research in the Associate Programs Newsletter, for example in this article:

"Tell your non-performing affiliates about Rupert"

<http://www.AssociatePrograms.com/search/newsletter207.shtml>

# Meetings With List Masters

---

Tom Hua of [Ebookwholesalers](#)

**In your opinion, What are the top 3 ways to grow your list?**

1. Offer something valuable to the subscribers.
2. Subscription Box Pop Up on leave on your web site.
3. Subscription Box in eBooks.

**Do have a favorite tool you use to make your running your list easier?**

TextPad.

**What things should newbie list builders be focusing on first??**

1. A Good List Management Software.
2. Quality content resources.

**What's one thing you should NOT do when building your list?**

Never Purchase names and email addresses.

**What was the most important thing you learned since you started building your optin list?**

## Meetings With List Masters

---

Don't try to sell everything you come across to your list. Recommend them only with the products and services that you can trust.

**What project are working on right now?**

No comments.

# Meetings With List Masters

---

Jan Tallent-Dandridge of [RIM Digest](#)

## **In your opinion, What are the top 3 ways to grow your list?**

My number one list grower is \*word of mouth\*. I get a lot of new subs that write that "so and so" suggested they subscribe. To ME this is the most valuable form of advertising in existence. Almost ALL of these new subscribers stay forever.

My second most successful way is to have a subscribe form on all of my web pages. I have over 300 pages from 5 different domains.

My third way is buying out small retiring ezines. As my list grows I find I usually get about 1500 new-to-me subs from every 3000 I purchase.

## **Do have a favorite tool you use to make your running your list easier?**

Actually, I combine two, the wonderful optinlighting as Brian G mentions and the one my husband made for me, our eList Pro. They are an awesome combination.

## **What things should newbie list builders be focusing on first??**

I think building a slow, loyal following. There are so many ezines out there pertaining to marketing that if you follow everyone else's lead you will blend in and get lost. I tell my newbie mentorees to be yourself FIRST, build some name recognition from being your own person instead of a mirror copy and as you get more exposure you can brand yourself in your readers' minds.

## **What's one thing you should NOT do when building your list?**

In my own case, I got too \*greedy\* for lack of a better word. I fell for an offer that sounded too good to be true and so, of course, was. I went into debt to buy out a so-called ezine and its

## Meetings With List Masters

---

web site, subs and ads business and it turned out to be a bogus collection of harvested names. I would say trying to get too \*big\* too fast will hurt you more than likely.

### **What was the most important thing you learned since you started building your optin list?**

That you are going to mess up, have bad days, have bad weeks! Those who have bothered to get to \*know you\* will stick with you and those who are just there for the free ride and see no real value with what you are bringing them will usually bail at the first sign of trouble but they were not worth keeping on your list anyway.

Not everyone is going to like YOU or your publication and it is those who DO that are going to help make you a success.

### **What project are working on right now?**

My addiction is ebooks and digital instant businesses. I have been devoting every spare minute to updating my AAA Free & Affordable software, eBooks and Instant Biz sites:

<http://www.softwarewarriorress.com/>

## Meetings With List Masters

---

Marc and Terry Goldman of [The Ultimate Marketers Resource](#)

**In your opinion, What are the top 3 ways to grow your list?**

Hi John,

While these are all valid questions, we want to start off by mentioning a few things: as has been stressed over and over again since the beginning of marketing: THE MONEY IS IN THE LIST. Of course, when talking about running a list, most people online think of a newsletter but...the most powerful and profitable list is a customer list.

However, you can make money from any optin list as long as you understand that it is absolutely imperative that you use methods that bring quality members to your list. Without a doubt the 3 most effective ways to build your list with QUALITY members are:

a. Drive targeted traffic to your site and use a javascript popup autosubscribe tool similar to the one we use at <http://www.goldbar.net/> that presents visitors a benefit filled popup and offers a way to join your lists with one click. Since implementing this popup tool, we have increased our subscribers by over 400% on a daily basis. So where we used to get 20 - 100 new list members every day, we now get 100-400.

b. Setup List Joint Venture Networks: We believe this is the future of optin list marketing. With a glut of ezines focusing on the same topics, it is becoming increasingly more difficult to attract and, more importantly, keep subscribers to your newsletter.

Instead of fighting with other publishers for the eyeballs of your demographics, why not band together with them to share the wealth?

## Meetings With List Masters

---

Here is a simple way to do this: Recommend each other on a Thank You page.

After your web site visitors subscribe to your newsletter, they can be sent to a thank you page where they can subscribe to other related ezines. We suggest you contact other publishers who share similar circulations and focus on a similar target market to yours and suggest that you recommend the others newsletter on your respective Thank You page.

This greatly enhances your exposure and gives you both a razor sharp edge over your competition.

c. Join a co-op. Again, this involves using the power of Joint Venture Marketing. Join a co-op such as Troy McDonalds Subscription Rocket at

<http://www.subscriptionrocket.com/cgi-bin/r.cgi?r=1251> and share in others traffic to build your own list.

With this system, you place some code on your site and other co-op members do the same. This code causes a popup window to appear when visitors leave your site (and those of other co-op members). This window contains descriptions of other ezines and offers visitors the ability to subscribe to them.

The more times you display the window on your site, the more times your ezine will be displayed on other co-op members sites. Best of all, its free.

### **Do have a favorite tool you use to make your running your list easier?**

We use The Ultimate List Server. This tool is our own custom developed solution. Since we have been running a list for a long time, we have used many different tools and listservers and tricks and techniques to run our list and help us in our management of joint ventures, advertising and subscription/unsubscription.

# Meetings With List Masters

---

But we could never find a solution that we liked. So we had one created. And it is a powerhouse!

This tool takes everything you need to build a list and bundles it all into one solution. You can setup and manage all your joint ventures, send out html and text, format your html on the fly with a built in wysiwig editor. It contains a built in popup tool, a built in autosubscribe tool and much, much more!

It is available to members of our [Ultimate Marketers Resource](#)

## **What things should newbie list builders be focusing on first?**

First time list builders should be focused on delivering the highest quality product they can. Make it different from every other list out there. The world doesn't need any more internet marketing ezines! But, if you have something valid to offer to a tightly focused niche audience you can focus your efforts on building credibility with a small but effective and responsive list.

Most people think they need to sign up with every affiliate program under the sun or sell advertising for 5 dollars and they turn their list into just another ezine. If they spent their time and efforts on building a quality list, they could then pretty much write their own ticket. Be selective in the joint ventures you accept.

Only recommend products and services that you use and actually help others. Build a rapport with your list. The money will come.

## **What's one thing you should NOT do when building your list?**

Never turn your list into just another ragsheet that everyone wants off of. Don't bombard your listmembers with ads, don't recommend every "hot" affiliate opportunity.

Don't run the same articles everyone else is running. Don't just be a sheep.

## Meetings With List Masters

---

Make it your mission to create something different that stands apart from the crowd. If you don't you can forget about making real money from your list.

### **What was the most important thing you learned since you started building your optin list?**

We learned that our subscribers matter. Some people are in this just for the money and they wonder why someone signs up for a free newsletter and then never buys. We used to feel the same way but lately we have discovered that subscribers who never bought from us in the past 5 years have recently bought something from us.

Why?

We didn't offer them exactly what they wanted until that moment. The point is, marketing principles apply here. Sell people what they want, not what they need. You will never know what your subscribers want unless you ask them.

Get to know your subscribers, survey them and ask them what they want you to provide them. And they will tell you what they want to pay for.

That is one of the many tickets to a successful, profitable list.

### **What project are working on right now?**

There are several projects we are working on right now:

1. Our new course JV Secrets Revealed will be released shortly. This course will teach anyone how they can use the incredible leverage of Joint Ventures to grow their business, and utilize the power of partnerships to

## Meetings With List Masters

---

create wealth from nothing and build a literal empire no matter what your business is. For more information send a blank email to:

<mailto:jvsecretsrevealed@goldbar.net>

2. Our Mini Site Toolkit service is being revamped and will be the ULTIMATE solution for anyone to bring a product or service to market quickly and effectively, make money from affiliate programs, network marketing distributorships, their own list and much, much more. This will be a high end service complete with design, marketing, copywriting and much, much more. Visit:

<http://www.minisitetoolkit.com/>

3. We are also working on improving and enhancing our two most popular products: The Ultimate Marketers Resource which provides every marketing tool anyone marketing a business online needs and The Only Online Auction Course You'll Ever Need, the most sophisticated auction product on the market - available at

<http://www.guerillauctiontactics.com/>

# Meetings With List Masters

---

Maryanne Myers of [Webstars 2000](http://www.webstars2000.com)

## **In your opinion, What are the top 3 ways to grow your list?**

1) I assume this is for ezines and not membership sites. Offer something free for subscribing, and it can't be what a million other sites are doing. A series of marketing tips is a good way to grab them. Or do a contest and market it across the net, if they subscribe, then they are entered to win something big, like advertising space your site forever if nothing else.

2) Put your ezine on a popup ad/ezine exchange AND a dropdown box on your website like I have it on <http://www.webstars2000.com/> - that dropdown box works wonders because it doesnt aggravate them as they visit.

3) Call yourself an ezine and be serious about it. Add relevant content and do it once a week. This will keep your subscribers. And I think the worst way to grow your list is to offer free ezine ads if they subscribe because then the non-serious will flock to you, give you junk email boxes, and then you lose all the paid advertising space you could get for all your work.

## **Do have a favorite tool you use to make your running your list easier?**

Yes, the mailing script at qphp.com because it really handles large lists like mine and can handle multiple ezines/lists. It lets them choose which ones to subscribe to and unsubscribe, to/from them easy.

## **What things should newbie list builders be focusing on first??**

Making a nice webpage telling them what the ezine is about and where they can subscribe. I think this is very important to devote an entire webpage or more to it! Having a good format and sticking to it. Having their own style to it. Copying style off of someone else is blah...

## Meetings With List Masters

---

### What's one thing you should NOT do when building your list?

Like I said above, giving everyone a free ezine ad for subscribing. Not having a posted schedule. Adding people who did not optin to your ezine directly (spamming). Using another sites safelist as their ezine mailer and expecting anyone to pay attention.

### What was the most important thing you learned since you started building your optin list?

Be regular about sending it and giving away something for free, and using the dropdown box to grab subscribers.

### What project are working on right now?

I just opened up both marketing sites #8 and site #9 this week. <http://www.advertisingbargains.com/> and <http://www.thevictorynetwork.com/> so building those up further right now.

Well guys, to borrow one from an old cartoon "That's All Folks!" I want to give a big thank you to all the "List Masters" who contributed to this book and a bigger one to you for reading.

I hope you're now seriously considering building your own list and if you need more help with that, visit my website:

<http://www.listsecrets.com>

Good Luck to you all,

John Stafford

P.S. Would you like every affiliate link in this book to be yours?? Get your own custom copy for \$29.95 by [clicking here](#)