

**Your First 100
Subscribers...
Your First \$100...
In Seven Days!**

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- This report comes with **Master Resell Rights**.
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- You can give it away to build your list
 - Become a contributor at the latest [JV Giveaways](#) and offer it to new subscribers
- You may not alter the content or change it any way.
- It must be given away or sold as is.

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Introduction



Welcome to **Your First 100 Subscribers...!**

My name is **David Walker** and you can find out more about me at my blog DavidWalker.tv.

I felt compelled to put this report together because I get a lot of tickets at my support desk from disillusioned marketers who have not created a free lead generation product and are struggling to get any meaningful number of subscribers to their mailing lists, sometimes **years** after first starting out online!

This simply won't do and realistically, there is no reason why somebody new to Internet marketing cannot have created their own free product and not only add their first 100 subscribers to their email list, but also have earned their first \$100 online in just one week!

It's quite a bold statement I agree but in this short report, I have outlined, step-by-step what you need to do on each of the seven days to reach your target goal of lead generation product, subscribers and earnings.

I'll be straight with you – it's not going to be “push button simple” and there is a fair amount of work involved...

But, if you want to really make it as an Internet marketer and not just be a dreamer who likes the idea of being considered one without putting in the graft, you will pay close attention to the following pages. **Let's get started...**

Day One – Product Research & Creation

I know what you are thinking...

Researching and creating a product in a single day is impossible, right?

Wrong!

This training guide is all about getting your free lead generation product out there in as short a time as possible to build your list and start making money online...

And if we are going to hit our first 100 subscribers in just seven days then it makes sense that only a very short time should be spent on actual product creation.

With the majority of time being focused on the actual marketing on that product.

By adopting this mindset you will be amazed at how fast you can crank out new products because your emphasis will no longer be on getting it “perfect”, but **getting it out there!**

Research Your Product

If you are in the Internet marketing niche, you can head over to the [Warrior Forum](#) and check out the Warrior Special Offer (WSO) sub forum.

Here you will find hundreds of products created by the forum members that are either being given away for free, sold for a couple of bucks or perhaps at a higher price point as a test for a launch happening a little later down the line.

If you spend any time in the WSO sub-forum, you will notice patterns on what topics are hot and generate a slew of copycat products.

Below is one example of a popular topic: **Amazon**. You can see marketers are offering different Amazon-related WSOs, ranging from a simple product list for affiliate marketing purposes, to to full blown one-to-one coaching program to an SEO-friendly Amazon plug-in:

	<input checked="" type="checkbox"/> [BUYER KEYWORDS] Total Health Niche Domination Starting At \$1 ! drcrdc	07-04-2011 07:23 AM by drcrdc	27	608
	<input checked="" type="checkbox"/> WARNING: Premium PLR WSO FOR ONLY 1 CENT!.....: I know I'm CrAzY! [Limited Copies!] marktheonlinesurfer	07-04-2011 04:56 AM by Alessandro Zamboni	43	1,095
	<input checked="" type="checkbox"/> IMGiGz.com Is HERE! - NEW Fiverr Site For Internet Marketers ONLY! (1 2) Shane Natan	07-04-2011 06:10 AM by jadelseque	60	2,424
	<input checked="" type="checkbox"/> [[FREE WSO]] 50 AMAZON PRODUCTS THAT CONVERT!!! [[LIMITED WSO]] Ofthemix	07-04-2011 06:52 AM by Ofthemix	28	468
	<input checked="" type="checkbox"/> [FREE All my Secrets Revealed] THE EXACT Formula that earned me \$300,000 Online.. (1 2) AnikSingal	07-04-2011 05:28 AM by hmpargi	56	1,251
	<input checked="" type="checkbox"/> 1-ON-1 AMAZON COACHING: Learn How To Earn Passive Income With Amazon! Newbie Friendly! [136+REVIEWS] (1 2 3 ... Last Page) Michael Franklin	07-04-2011 07:22 AM by AMKiller	1,831	103,777
	[offline Consultants] Simple System Made \$3,588,057 In Under 11 Months [No EXPERIENCE REQUIRED!] (1 2 3 ... Last Page) Barry Plaskow	07-03-2011 01:28 PM by Barry Plaskow	161	12,046
	SEO FRIENDLY <u>AMAZON PLUGIN</u> - 100% Auto Pilot - VIDEO, DEMO SITE AND GOOGLE FIRST PAGE PROOF... (1 2 3 ... Last Page) ayaw	07-01-2011 11:25 AM by ayaw	3,207	117,729
	[4th Of July Sale ~ 48 Hours Left] ** The Google™ story no one's telling...(it's weird ~ This Fix) (1 2 3 ... Last Page) Jack Duncan	07-03-2011 11:38 PM by Jack Duncan	385	37,557
	[PLR] 43,000 Recipe Videos in HD MP4 - 30 GIG DOWNLOAD Brad Gosse	07-04-2011 12:45 AM by sonaksh	34	3,757
	<input checked="" type="checkbox"/> Ripped from the headlines: HOT DOMAINS you can register RIGHT NOW! (1 2 3 ... Last Page) Brad Gosse	07-04-2011 05:42 AM by Brad Gosse	334	21,821
	Turn ANY Noob Into A Video Traffic Wizard - BRAND NEW PLR JustinP	07-01-2011 05:52 PM by JustinP	22	1,695

The numbers highlighted in yellow are the number of people who have viewed the thread. Some of these threads get hundreds of thousands of views over time – that's laser-targeted traffic of marketers interested in a particular area of Internet marketing. Smart marketers would put together a product about profiting from Amazon... **right now!**

Create Your Product

The great news is you don't have to create a product from scratch if you don't want to.

You can always grab a product with Private Label Rights (PLR) from a membership website like [Resell Rights Weekly](#) and recreate it in your own voice and putting your own spin on the content. This could be a written report or ebook, or a short video training series.

For written reports, you can type it up using [Open Office](#) and export the content as a PDF or if you are creating tutorial videos, [Cam Studio](#) is a viable free option to get you started.

Alternatively, you could create a short interview with an expert in your particular sub-niche.

HINT: The Warrior whose Amazon product has attracted views well into six-figures. It's fair to assume they know their stuff and other marketers would be interested in what they have to say. Conduct the interview on [Skype](#) and record it using software such as [Pamela](#). You can edit it using the free [Audacity](#) software.

A Simple Monetisation Technique

You can also research the [Clickbank](#) marketplace for products being sold in the Internet marketing niche as well as numerous other niches. These products are a great way to make money as an affiliate even if you give your free product away.

Throughout your report, add links to affiliate products where it makes sense to do so or mention a product at the end of a training video series. For videos it helps if you register a

domain name similar to the product you are promoting and then redirect that domain to the main product using your affiliate url.

You can adopt a similar approach in an expert interview. When the expert mentions their product at the end of the interview, ask them to say your affiliate domain name to ensure you get paid when your listeners check it out.

Create eCover Graphics

To finish your product off with a professional touch, getting some "ecover" graphics designed is a good idea. If you are not a graphic designer I don't recommend you download a free ecover generator and try to produce your own because the outcome is likely to be terrible.

Either outsource your ecover creation by finding a competent designer in the "Warriors For Hire" section of the Warrior Forum or use this [eCover Generator](#) software which produces surprisingly good results for a one-time fee of under \$10.

Day Two – Squeeze & Thank You Pages

With your product created, much of the hard work is now done. You need to create a very simple website whereby new subscribers can join your subscriber list and then download their free product.

If you have not done so already, register a domain name for your product. I have registered many domain names with [GoDaddy](#) and have held web hosting accounts with [Hostgator](#).

Please do not try and cut costs at this stage because you will be sending quite a lot of traffic to the website. The worst thing that can happen is you exceed your bandwidth limits and your potential subscribers see a "bandwidth exceeded" error from whatever crappy free hosting service you are using. This is not very professional and it is unlikely your visitor will return at a later time and join your mailing list.

Create Your Squeeze Page

With your hosting set up you need to create your basic squeeze pages.

When I say basic, I mean basic.

In my experience, the more basic the squeeze page, the higher the conversion rate. I recommend these [very basic squeeze page templates](#) by Jason Fladlien and as you will see when you follow the link, they present only the bare minimum in terms of information.

What you do not want to do, is give your visitor any more than two options – either subscribe or exit your page. If you start providing them with too much information, they will form questions in their mind which may put them off from joining your list.

Using video poses a similar problem. People are generally in a hurry and do not want to sit through a video for a couple of minutes when they could scan your squeeze page and decide whether to opt-in or not within a matter of seconds. This is why basic squeeze pages still outperform video squeeze pages.

You can edit the squeeze pages using a free HTML editor such as [Kompozer](#) but again, keep the information to the bare minimum.

Simple Split Testing

Your squeeze page needs to convert as high as possible so you waste minimal traffic. Ideally, you should aim for a conversion rate at 50 percent and above. This means for every two visitors who hit your squeeze page, at least one of them joins your mailing list.

While you can use templates and styles “proven” to convert well, you are not going to know how your squeeze page is going to perform until you start sending traffic to it. If it performs badly, you need to change it as soon as possible and if it converts well, you can always try to improve it further.

Use the free [Google Web Optimizer](#) tool to create a couple of variations of your squeeze page and test them against each other as the traffic comes in. You can quickly identify what is working and what isn't.

Thank You & Download Pages

This is where a number of marketers miss a great opportunity to make money from subscribers who have just opted-in to download a free product. Rather than use the default "thank you for opting in" page available with most autoresponders, you can create your own using a HTML editor.

You may not realise this but the "thank you" page is the **only** page every new subscriber is guaranteed to see. A percentage will never download their free product and never open another of your emails but **all** will see this page immediately after opting in. It is arguably the most valuable piece of web real estate you own but it remains underused by a significant number of marketers.

Tell your new subscriber the download link has been sent to their email address but also add a couple of affiliate banners to this page and advertise them as "Unannounced Bonuses" or something similar.

Similarly, do not just send your new subscriber a direct download link for them to obtain their free product. Instead, send them to a download page where they can get their freebie but can also check out further product or affiliate offers which you again can be promoted as unannounced bonuses.

This is an example of one of my download pages. The bonuses are changed frequently as this page is a great source of traffic to send wherever I want. Here's a hint: if you are taking part in a product launch which offers prizes for leads, your thank you and download pages are great places to drive traffic from!

Thank You For Registering!

Remember to Bookmark This Page!

[Download Your 16 Fast Internet Marketing Training Guides](#)

Unadvertised Bonuses!

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Enjoy!



David Walker

Day Three – Set Up Your Autoresponder

You may have noticed at this point your squeeze page is missing one vital component: an opt-in form!

An autoresponder is required to collect subscriber's names and email addresses and deliver your free product to them automatically.

There are several services which do this but I personally use [Aweber](#).

The great thing about autoresponders is you can load up a series of follow-up messages so when your subscriber joins your list, they can receive these messages in sequence at intervals set by you.

Therefore, when you send your subscriber a link to the download page via email, your marketing should not end there! Send them an email the next day asking them how they are getting on with your product and if they need any further help.

The next day you can send them another email recommending them another product that compliments the one they downloaded from you. This can either be one of your products or an affiliate offer – either way you have an opportunity to make money from a subscriber who joined your list to get a free product!

You can also send one-off messages to your subscribers that are not part of your follow-up sequence, known as broadcasts. You can promote new products, affiliate offers, blog posts... whatever! Whenever you need to send traffic to a particular web page, you have your own traffic source right there on your subscriber list!

Day Four – Join JV Giveaways

At this point you should now have your product, autoresponder, squeeze pages and both thank you and download pages set up. Your squeeze page should also be set up with the Google Web Optimizer for split-testing purposes.

It is now time to start sending traffic to your page and begin collecting new subscribers!

Traffic is the most difficult aspect of Internet marketing for many beginners because plentiful, targeted, free traffic is almost impossible to come by.

However, over the next few days I will introduce to several methods which can begin sending visitors to your squeeze page and put subscribers on your list – the first being JV Giveaways.

JV Giveaways are essentially time-limited membership websites whereby contributors like yourself add a “gift”, namely the free product you developed, to the giveaway for other marketers to download. In order to download your product, they have to opt-in to your mailing list first!

You can find an updated list of giveaways at my [JV Giveaway Events](#) website or you can use [Push Button Giveaways](#) to locate and semi-automate the submission of your gifts to the numerous events taking place each month.

As a contributor you will be expected to promote the giveaway otherwise your gift may be removed and your status downgraded to that of a member. If you don't have a list this is not a problem as you can promote via [Facebook](#), [Twitter](#), in forums, to your Skype contacts etc.

Day Five – Create a Free WSO

New JV Giveaways are launched each week but the opt-ins come in dribs and drabs – I want you to get 100 new subscribers by the end of your first week!

One solution is to create a “free WSO” (free meaning potential visitors can obtain your product without paying for it) on the previously mentioned Warrior Forum. It will cost you \$40 to list your WSO but with some of the monetisation techniques mentioned, you stand a good chance of recouping your costs and maybe even making a profit!

Take a look at existing free WSOs on the forum and pay attention to the number of views the thread has received. The higher the views, the more visitors you will send to your squeeze page!

What type of title has the marketer used for their particular thread and how have they structured their copy to persuade visitors to leave the Warrior Forum and take a closer look at their squeeze page? If you can find some threads that make **you** want to visit their squeeze pages then use them as inspiration for constructing your own promotional copy.

There is going to be an element of trial and error doing this but if you find your thread is not getting the necessary views and click throughs to your squeeze page, you can always change the thread title and copy just like you would in any other forum.

There are thousands of Warriors browsing the WSO at any one time so do not discount this option because there are a few dollars involved in listing there. If you want to see fast results, sometimes you have to pay the money to do so.

Day Six – Further Traffic Sources

If the thought of dropping \$40 to list a free WSO is beyond your means then you will need to work harder to reach your goal of 100 new subscribers in your first week. Essentially, you will have to swap money for time. Here are a few ways you can drive targeted traffic to your squeeze page:

Forum Signature

You can still siphon traffic from the Warrior Forum (and other forums for that matter) to your squeeze page without forking out to list a WSO. But, it is going to take time.

As a forum member, you are able to create a “forum signature”, usually a couple of lines of text and a link to a website of your choice which will appear at the end of every comment you leave in the forum.

Once your signature is created, actively participate in the forum by responding to threads and starting up your own. If other members are interested in what you have to say they will click through the link in your signature to find out more about your free offer.

Blog Comments

By leaving thoughtful, valuable comments on the latest posts on popular blogs, you can drive a decent amount of traffic to your squeeze page. Just find the most popular blogs in your niche, subscribe to their RSS feed and leave a comment as soon as you are alerted to a new post being published!

Try to be the first, or one of the first to leave a comment as you will receive more click throughs than if you are lower down the page and buried among numerous other comments.

One technique you can employ is to reply to the first comment on the post. That way, you automatically become the second comment readers see and may go on to click through to your squeeze page. This technique is useful if you don't manage to be one of the first to leave a comment on a busy blog.

Some blogs, such as [John Chow](#), maintain a list of their most active commentators and link to them on each page. In addition to receiving traffic from individual blog comments, these top commentators will also receive traffic by featuring in the list highlighted below:

The screenshot displays a blog layout with several key sections:

- Read More >**: A link to view more content.
- Dot Com Pho – 4th of July Edition**: A post dated July 2, 2011, with 35 comments. The text describes a 4th of July party at Yarrow Point, mentioning attendees like Nate Whitehill and Josie Office Design.
- RECENT PHOTOS**: A grid of nine images showing a parade with vintage cars and people.
- WHO IS JOHN CHOW?**: A section featuring a photo of John Chow looking at a laptop screen.
- TOP COMMENTATORS**: A list of users and their comment counts, circled in red. The list includes: zk @ web marketing tips (141), Kevin Kimes (103), Logo Design Guru (51), Flyer Templates (46), PPC Ian (45), Resume Template (45), Kashif@Work Online Ways (44), Wordpress Trends (42), Favourite Hobbies (41), and Michael Laurin (40).
- BE MY FRIEND?**: Social media sharing options for Digg, Facebook, StumbleUpon, Twitter, LinkedIn, and YouTube.
- John Chow dot Com on Facebook**: A Facebook widget showing a 'Like' button and the text 'You like this.'

Guest Posts

Writing a guest post for a popular blog is the logical progression from leaving comments and it will drive a whole lot more traffic your way! When you write a guest post, you get an entire page on that blog and also automatic "expert status" because the owner has endorsed your content.

Start off by leaving regular comments on popular blogs and develop a relationship with the blog owner. Then, approach them with an idea for a guest post and as they already know you, they should be more open to a guest post slot than if you just approached them cold.

Your link will appear in a "biography" section either at the top or at the end of your post, depending on how the owner has laid this out and if your content is good, a percentage of those readers will click your link to find out more about your offer.

Writing a good quality blog post does take time but this is a useful strategy to use occasionally in addition to the other methods already mentioned.

Facebook & Twitter

You can of course plug your squeeze page url on your Facebook and Twitter profiles and spend time on those websites networking with other users. Hopefully they will like you enough to click through your link to check out your offer.

Personally, I don't like spending too much time on these websites because it is too easy to spend time being "busy" without being particularly productive.

Day Seven – Improve Your Monetization

The end of the week is fast approaching and by now your list should be attracting new subscribers every day. You may even be earning commissions from the paid products you promoted within your free product, on your thank you and download pages and also within your follow-up autoresponder series.

Here are a few more ideas of how you can take your monetisation further and squeeze even more cash from your new subscribers.

Create a One Time Offer (OTO)

Once your new subscriber has joined your list, instead of sending them to a thank you page, send them to a OTO. This will give the subscriber the opportunity to immediately purchase from you and join your buyers list rather than remain on your leads list.

Your OTO should be a natural progression from the free offer they opted in to receive. This could be further training modules on the same topic or if you offered a free report, you could offer the subscriber resell rights for an additional fee.

As long as the OTO makes sense to your subscriber and adds value a percentage should take you up on it. This becomes important when you start paying for traffic and need to recoup your costs while actively building your list.

Add More Messages to Your Autoresponder

So far you may have only added a couple of messages to your autoresponder sequence but there are no limits to the number of follow-ups you can add!

Add further messages, each plugging a complementary paid product (either your own or as an affiliate) and makes sales or earn commissions passively.

Internet marketing doesn't get much easier than this!

Send More Broadcasts

When you add new subscribers to your list you need to keep mailing them so you stay at the forefront of their mind. If you do not email them on a particular day, you can be sure another marketer is doing so and potentially taking money out of your pocket!

Email your subscribers helpful content and paid marketing pitches. Too much helpful content will mean they expect everything handed to them for free while too many pitches will switch them off. They will either unsubscribe or simply ignore your emails. It is difficult to find the right balance between content and pitching but you will find what works best for you over time.

Final Thoughts

Congratulations for making it to the end of the report and hopefully the end of the week!

You should now have your own free lead-generation product and squeeze page funneling new subscribers into your mailing list on a daily basis.

You should also be earning some money online too.

If you are just starting out it won't be a lot but if you keep going, your subscriber numbers and online earnings will increase exponentially over time.

The key is to continue creating products and actively marketing them – too many Internet “marketers” fail because they simply do not do enough marketing!

You now have the knowledge to ensure that does not happen to you!

To Your Success!



David Walker

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