



Master List Building
The 12-Step Process

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The 12-Step Process

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MasterListBuilder.com
BuildYourList.com
EasterJVGiveaway.com
EveryoneWillWin.com
FuzzyChicken.com
TheOnlineBusinessProfessional.com
InternetBusinessSuccessStories.com
OnlineBusinessLab.com
SongEnterprises.net

NOTE:

While listening to the Master List Builder Live in Dallas audio, this viewing guide will be handy. Print this out and take notes and then visit the website URLs later.

INTRODUCTION

A. Opt-in List Building (Permission-Based Marketing)

1. What Makes It Opt-in (Permission-Based)?

a. P _____

b. A _____

c. R _____

2. Who Do You Want In Your Opt-in List?

a. S _____

- L _____

- P _____

b. C _____

- H _____ V _____ C _____

c. A _____

d. J _____ V _____ P _____

B. MasterListBuilder Golden Rules

Rule # 1:

Rule # 2:

C. The 90-Day Challenge - The Master List Builder Story

How You Too Can Build Your Own Opt-In List & TRIPLE Your Profits

The 12-Step Master List Builder System of Building Your List

A. The BASIC Steps - Steps 1-5

1. How To Target Your Market

PIPE\$

P
I
P
E
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- Keyword Search:

www.Inventory.Overture.com

www.GoodKeywords.com

www.WordTracker.com

www.NicheMarketResearch.com

2. How To Capture The Attention Of Your Target Market

- ***U.S.P. (Unique Selling Proposition)***

- ***15, 30 & 100-word Benefit-Laden Descriptions/Statements***

3. How To Keep Your Target Market In Your Profit Pipeline

- Axiom # 1: ***"Fortune Is In The Follow-up"***

- ***Autoresponder Systems:***

www.MasterListTools.com

www.Aweber.com

- Principle # 1: ***"AutoHumanization"***

- Principle # 2: ***"Know, Like & Trust"***

- Follow-up Systems - ***Format & Frequency***

4. How To Harness Your Own Website Traffic To Build Your List

- Lead Capture Page (Squeeze Page) Examples:

www.MarketingCruise.com

www.CompleteBeginner.com

www.MasterListBuilderCall.com

www.SqueezePageGenerator.com

- On-page Sign up Form Examples:

www.JoelChristopher.com

www.SuccessAccess.com

- Whole Webpage Focused on Selling Benefits Example:

www.MakeMoneyFromScratch.com

- Strategic Pop-up or Hover Ad example:

www.MasterListBuilder.com

www.BuildAndProfitFromYourList.com

- Building List Via Email:

www.TheMasterApprentice.com

- Generate Organic or FREE Search Engine Traffic:

1) Add Meta-tags - Title, Description & Keyword Meta-tags

2) Ask or Buy Links from High Page Rank sites

- check your link popularity with www.LinkPopularity.com

5. How To Make Even More Money From Your List

- 3 Secrets To Successful Selling

- Upsell or Cross-sell - instantly via an order upgrade webpage

www.TurnWordsIntoMoney.com

- Upsell or Cross-Sell via e-mail follow-up series

- Triple S Strategy:

- Triple M Principle:

B. The INTERMEDIATE Steps - Steps 6-9

6. How To Harness Other People's Website Traffic To Build Your List

- Submit eZine/List Descriptions to eZine Directories

a. Manual Submission

www.EzineListing.com

www.Newsletter-Directory.com

www.DirectoryOfEzines.com

b. Automate Submission

www.EzineAnnouncer.com

7. How To Effectively Attract Thousands of Targeted Subscribers To Your Ezine or List for Free While Building Your Credibility At The Same Time

- Compose a Killer "Resource Box" for your articles

- Submit Articles to Article Directories:

a. Manual Submission

www.IdeaMarketers.com

www.EzineArticles.com

b. Automated Submission

www.ArticleAnnouncer.com

- Submit Press Releases to PR websites:

a. Manual Submission

www.PRWeb.com

b. Automated

www.PressEqualizer.com

8. How To Build Your List For FREE

1) Sig File

2) Viral Marketing Examples:

- Viral e-books. Use [ViralPDF](#)

- Multi-media presentations: e.g. Macromedia Flash, free screensaver

www.TheInterviewWithGod.com

www.TheTimeMovie.com

- Real audio

www.MakeMoneyFromScratch.com

www.JoeAndMable.com

- Vlogs

www.StephenLive.com

www.RocketBoom.com

3) Subscriber Referral Program

www.ListPartners.com

4) Providing testimonials on HOT products
(can use printed word, audio or video)

5) Contests

www.YourXmasGifts.com

6) Ad swaps

7) Co-op Programs

www.ListInferno.com

www.ListFire.com

www.SubscriptionRocket.com

www.SubscriberDrive.com

www.OptInStorm.com

9. How To Build Your Profits While Building Your List

1. Pay Per Click Search Engines

www.PayPerClickSearchEngines.com

- Google Adwords

www.Google.com/adwords

- Overture

www.Overture.com

2. Ezine Ads

3. Renting Opt-in Mailing Lists

C. The ADVANCED Steps - Steps 10-12

10. How To Build Your List FAST Through COOPETITION by Co-Registration

www.LeadFactory.com

www.ListOpt.com

www.HipLists.com

www.NewslettersforFREE.com

11. How to Build Your List FASTER & CHEAPER by Fusion

- Dynamic Duo:
Shared Resource Box with another article writer as partner
- Triple Treat - writing a 3-part article with 2 other partners
- Syndication

www.MasterSyndicator.com

- Sharing the cost of co-registration two or three-ways

12. How to Build Your Through The Ultimate Coopetition Strategy

- Start an Affiliate Program

www.MasterListTools.com

- TAF (Tell-A-Friend) Scripts

www.Recommend-It.com

www.LetEmKnow.com

Questions

[Login to the forum and post your questions!](#)

For The 99-Day Coaching Challenge Application Form:

Go to: www.MasterListCoach.com

Unadvertised Bonus:

For Joel Christopher's FREE 11-Part Audio eCourse:

"Become a Master List Builder"

How to Build Your Own High Quality, 100% Targeted Opt-in or Contact List to Guarantee Yourself a Constant Flow of Profits Every Month"

[CLICK HERE](#)

[Click Here to Login & Watch the Video](#)

WHO IS JOEL CHRISTOPHER?



Joel Christopher is known worldwide as ***The Master List Builder*** and the best-selling author of ***Mining Online Gold With An Offline Shovel***. He has spoken in front of thousands of audiences in the U.S. and Canada and has shared the stage with many marketing legends such as Ted Nicholas, Jay Conrad Levinson, Joe Vitale, Mark Victor Hansen, Joe Sugarman, Robert Allen & Mark

Joyner.

When Joel Christopher started marketing online in early 2000, he was merely an Internet Marketing Beginner, or what he fondly calls a "Newbie Netpreneur".

After failing and floundering in his first year online, he figured out the truth of the marketing maxim: "Your Money Is In your List".

He built and grew his own opt-in list to more than 160,000 Subscribers in just 4 years and on the way to that figure there was one period where he tripled his list to over 30,903 in only 99 days.

Today, Joel is on the cutting edge of training and development in the Internet Marketing industry by creating & producing home-based, interactive, hands-on MasterListBuilder Coaching webinar programs and Live MasterListBuilder Hands-On Training workshops held in San Antonio, TX.



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