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Thomas Skavhellen

<http://12StepListBuilding.com>

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INTRODUCTION

In this report, you'll soon see how Alex Jeffreys built his list from zero into the thousands of people, who are happy to pay him multiple \$1000s, and how you can do this too if you take action on what you read today.

Proof of over \$3,668.95 pure profit in Alex's click bank account over the past 7 days alone ...

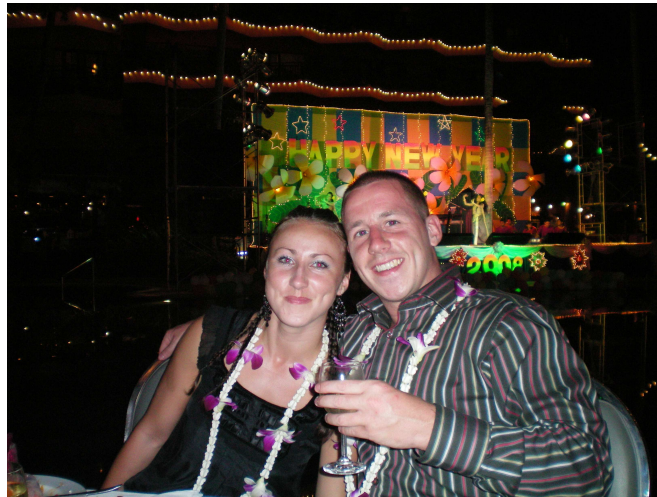
Publisher Reporting		Affiliate Reporting	
Show	Products	Show	Tracking Codes
Range	The past 7 days	Range	The past 7 days
	<input type="button" value="Go"/>		<input type="button" value="Go"/>

Product Summary

Product	# Sales	# Refunds	# Net	\$ Sales	\$ Refunds	\$ Net	Average \$	Sales %/\$	Refunds %
1	78	3	75	\$3,668.95	\$-131.80	\$3,537.15	\$47.16	100.00%	3.59%

Export options:

So Let's start with who is Alex Jeffreys...



Alex Jeffreys started online in February 2004 and didn't see the importance of list building for a couple of years.

(or more like he didn't understand how to build a profitable list in the beginning)

So he started building a list, but didn't see any money coming from it and he concentrated on other things, putting his list building efforts on hold.

That's not to say he didn't make money else where, He made good money on eBay by importing and selling motorbikes from China, and then selling information product on CDs through eBay too, This was very hands on and required a lot of time and very long working days, but he still made six figures a year, which let him instantly quit his day job in the June of 2005.

One notable seminar in April 06, where he met Tim Knox, who later became his mentor, Alex realized that the money was in the list. He learned that it is the one area every internet marketer should concentrate their time and effort on to make money on autopilot.

Alex took this new knowledge on board, and as he had learnt a lot of eBay loopholes, in November 06 he created his first online product Easy Profit

Auctions (<http://www.easyprofitauctions.com>) from his experiences. This made \$27,000 in the first 7 days

He documents this first part of his internet journey (for free) in Post Launch Profits (<http://www.postlaunchprofits.com>)

The most important lesson he has learnt is to build his list, by giving good free quality information for free – he shares this lesson in Post Launch Profit Secrets (<http://www.postlaunchprofits.com/secrets>).

Let's look when Alex, first started seeing success with his list and started to live a dream lifestyle, that for many of us is still a distant dream, but when after reading this report will be in reach no doubt

When his list was in the 100s, he saw 1 or 2 sales a week...

But in June 2007, when his list got to 2,000 subscribers, he saw \$5000 from one email promotion! This is the first time that Alex hit the big time with email marketing.

The following examples are only being included as proof that it can be done, not to show off Alex's success. There will be hurdles that need to be overcome, but if you take consistent action this could very easily be you and your results.

RANK	PARTNER	NAME	TOTAL SALES
1	Jason	James	\$30,450.60
2	Andrew	williams	\$27,647.10
3	Jeff	Alderson	\$16,056.00
4	Martin	Avis	\$11,673.60
5	Allan	Gardyne	\$11,269.30
6	Lynn	Terry	\$11,065.00
7	David	Guindon	\$10,175.40
8	Ben	Shaffer	\$9,643.50
9	Michael	Sciuto	\$9,393.70
10	Rosalind	Gardner	\$5,446.00
11	Mark	Anastas	\$5,214.90
12	alex	jeffreys	\$5,200.20
13	David	Lovelace	\$4,859.90
14	Michael	Enos	\$4,533.30
15	Chris	vendilli	\$4,379.50
16	Frank	Haywood	\$4,088.70
17	Raam	Anand	\$3,289.50
18	Jack	Sinclair	\$3,284.50
19	Brian	Edmondson	\$3,022.20
20	Ian	Rollinson	\$2,454.10

Look at Alex's name in amongst some of the internet millionaires!
And he can #4 in a promotion that made over \$45,168.00 in 5 days

Wouldn't you like that to be you? Imagine the buzz!

But in the end, we're sitting at \$45,168
and the final standings are as follows:

- 1 Jeremy Burns
- 2 Keith Wellman
- 3 Tellman Knudson
- 4 alex jeffreys 
- 5 eric rockefeller
- 6 Heather Vale
- 7 Folusho Orokunle
- 8 Dan Kelly
- 9 Ben Mack
- 10 Jo Ha Mok 
- 11 Robert Puddy
- 12 Patric Chan
- 13 Jason James
- 14 Brian Edmondson
- 15 HARRISON KLEIN
- 16 Reed Floren
- 17 Ross Goldberg
- 18 Ron Capps
- 19 Sterling Valentine
- 20 Ben Shaffer
- 21 Steve Renner
- 22 Keith Baxter
- 23 Dorothea Carney
- 24 Richard Osterude

What about this one?

Alex sent one email out to his list in January...and it's still making him money every month..

Date	CLICKS		COMMISSIONS			
	Raw	Unique	Transactions	Credit	Debit	Total
November, 2008	11	11	8		68.00	68.00
October, 2008	31	24	66		561.00	561.00
September, 2008	129	117	75		637.50	637.50
August, 2008	416	334	71		603.50	603.50
July, 2008	22	13	37		314.50	314.50
June, 2008	17	13	42		357.00	357.00
May, 2008	11	9	55		467.50	467.50
April, 2008	27	24	66		561.00	561.00
March, 2008	53	38	78		668.00	668.00
February, 2008	85	71	88		753.00	753.00
January, 2008	1718	1207	99		846.50	846.50
December, 2007	6	5	2		17.00	17.00
	4	3	2		17.00	17.00
TOTAL	2530	1820	689		5871.50	5871.50

These days, you have to show proof, and you can now see that Alex knows what he is talking about and is a successful email marketer.

It is easy to get these results yourself, if you have a system. That system will be revealed to you within these pages. It is hard work, but once this system is set up you can earn money on autopilot and how fantastic is that!

Alex's only regret is that he wishes that he started building his list back in 2004, as his list would be massive by now if only he started then...

But you can start now. Don't make the mistake of thinking it is too hard or too late, that's why Alex put list building off when he first started, but now look at him!

This short report will take you through Alex's list building process, which chartered his rise from puppy internet marketer to a successful internet marketer, who gurus like Michael Cheney begging him to promote their products to his list.

You will learn step by step how you can build a huge and responsive list, just like Alex. Okay 23,000 subscribers is not the biggest list in the internet marketing world, but it easily makes him a \$20,000 a month, and I'd like a piece of that.

I should say Alex's list is still growing and growing fast day by day, and Alex shares exactly how to do this, right here in this report.

Actually I wouldn't be surprised if Alex makes his first cool million in 2009! And if you follow his advice, you could be following fast in his footsteps too.

Why Have a Mailing List?

For an example of a mailing list look at ...<http://www.easyprofitauctions.com>

"You're About to Discover The Secret, Behind-The-Scenes (*But Perfectly Legal*) eBay Loophole That Creates Multiple Lists Of Targeted, Cash-Rich Prospects Whenever You Want...While You Barely Lift A Finger!"

This Quick, Easy, And Incredibly Powerful_ Method Helped Me Pocket \$110,243.62 In Only A Few Short Months...

And I'm Going To Show You, Step-By-Step, How To Exploit This Amazingly Simple Technique And Generate Insane Profits Almost Immediately!

Inside you'll learn...

- How I built an online business (so you can copy me)
- How I will personally coach you by Email
- How I will personally coach you by Audio
- How I will personally coach you by Video

And so much more!

So fill out the form below for your Free \$27 Value Viral Marketing Tips

Yes, Alex Give me FREE access now...

Directions: It's easy. Simply type in your first name and primary email address in the spaces below, and then click "Free Instant Access!" *Go ahead right now...*

Name:

Email:

Your email address will never be shared with anyone else. Period. I respect your privacy. You can unsubscribe at anytime.

A mailing list is the backbone to any successful business online,

How it works is that someone lands on your squeeze page, and if they like the look of what you are offering they will give you their name and email address

Once they have done this, they will have opted into joined your mailing list.

You now have the right to send them emails. So every time you write an email from now on, it will look like you are writing it to just one person, but it will infact go out to everyone on your list, which, like in Alex's case is tens of thousands of people.

This is not spamming, because people have chosen to receive your emails regarding a certain topic when they opted into your mailing list.

Building a mailing list is not just a one off task, it is continuous. Setting up the system will only have to be done once, but growing that list and building a relationship with that list is an ongoing thing and where the money is so you will want to nurture it continually,

Earlier, you saw that Alex's first big pay day came in June 2007, with a list of only 2,500 people. You have to know that Alex started at zero; he had to learn how to build this responsive list.

The fact is we all start at zero.

Then our lists grow 1 by 1

So its 0 – 1 – 2 – 3- 4 etc ... and its no cheating ... but each and every number is a person you can build a relationship with and these people will pay you money When you recommend products to them as an affiliate.

Alex didn't know anything at the beginning, but he learnt and is making the task easier for anyone who wants to learn how to build a list by showing them how, because that is the kind of dude he is!

First you need to focus on building the system,

Then you need to focus on the list building part and then this is the most important part, you need to focus on building those relationships with the people on the list as that is where the money is. People need to trust you first.

When your list is in the 1000s, you will start to have leverage and make money. People will start contacting you to promote their product to your list,

You see that's what happened to Alex and that's what will happen to you.

So if you would like to make a couple of hundred dollars a day on a regular basis, then having your very own mailing list is the answer.

But You don't want just any mailing list.

People have list of 1000s of people, but don't make a dime from them.

Why is that ?

This is what is known as a cold list. It's unresponsive and useless to be honest

You will want to create a warm or hot list so they are called

one that is responsive with thousands of people on that list who can't wait to devour your next email that could include a promotional offer from you sending out for some affiliate product that you recommend.

This takes time and effort and it won't happen overnight,

But as Alex taught me from day one – start small think big,

So to build a warm list, you must build a relationship with them. You can't promote to them in every email, as that will have them hitting the unsubscribe button real fast, or cause them to ignore your future emails.

The secret to building a warm list is to give them value at the very first time they join your mailing list,

So what im saying is when someone first opts into your mailing list you best make sure your eBook you use as bait to get people to join your mailing list is of value,

Because if your first message is of no value then they will never listen to your second message.

But by providing great content that they can use, this will build up trust, with the new person on your list then and only then, you can think about promoting your first offer to your subscribers, as now they will be more likely to buy that product from you because they trust your opinion.

Later in this report, Alex has allowed me to share with you some tips that will help you do just this. For the record, his first emails weren't very good at all, but now he has mastered the art!

But first, we need to start creating that mailing list and fast, so you have a list to send these emails too!

Remember that everyone started with a list of zero. No one gets a responsive and money making list handed to them on a plate!

THE FIRST STEP – HAVE A PLAN...

Alex's secret to his success is planning. In order to succeed you need to see the whole picture first. After all, if you don't know where you are going, how do you know how to get there?

Get these plans down on paper. Planning is one of the strategies that people fail to do. Yet when you write something down you are committing to paper what you plan to do and you can get it out of your head. Some of the most successful people write their plans down with pen and paper first.

Planning helps you learn quicker, as you can see what you need to overcome, or the tasks that you need to do to get to the next stage.

Alex plans out 90 days in advance, but to start to get into the practice of this, you can start with a month or week. Let's say a week to start off with. For the next seven days, plan the tasks that you are going to complete on a daily basis.

Put them in a step by step plan, so you can tick each of these tasks off as you complete them.

Don't open your email account, your favorite forum, or general internet surfing until you have completed your tasks, all they are, are distractions. Although if you know what your own personal distractions are, then that's good as you can overcome them.

Later in this report, you will see a step by step plan on how to build your list, use this as your basis for the next week and you will feel a real sense of accomplishment as you tick off each task and get closer day by day to building that responsive mailing list.

Plan tomorrow today. If you have a plan you can stick to it. It maybe that something took longer than you thought, then plan to finish it the following day. If you stick with the plan, you will make money!

The real secret here is to always have the next 5 tasks planned, as this makes you ultra productive, so always have the next 5 to 10 tasks planned at all times.

Remember, it doesn't have to be perfect, just get going. You are going to hit hurdles and glitches, but just keep going and you will get there.

For added motivation, dangle carrots in front of yourself to push forward – reward yourself when you meet targets. When you start out this might be a night out on the town or a shopping trip and as you make more money this will become luxury vacations. Always dangle carrots, and don't whip or punish yourself as you will lose motivation.

ALEX JEFFREYS SECRET TO BUILDING A LIST FAST!

One of Alex's favorite sayings is KISS – Keep It Simple Stupid. This system is simple! Setting up the system will take some time and there will be a learning curve, but if you want to see those \$1000 days, you will need to keep reading and implement what you learn.

The secret to building a list fast is contributing gifts to Giveaways!

A giveaway site is an event that anyone can join, that can last from seven days to a few months. There are usually 4 or 5 giveaways that are running at any given moment in time.

There are two sides to every giveaway – the contributor side (people offering free gifts) and the other side is members looking for free gifts. These members have to opt in to your mailing list to get the free gift you are offering as a contributor

Each one of these giveaways will have rules and will vary from giveaway to giveaway, but one rule is that you will promote the giveaway. If you don't promote the giveaway your gift will be removed.

As everyone is promoting the giveaway, thousands of people end up scrolling through the gifts and picking out the ones they want to download. Your gift will be among them, and if they want to download your product, they will be taken to your opt in page, where they will have a chance to get your gift.

Yes, some gurus say that the subscribers you get from giveaways are freebie seekers and you will never make money from them, but these same gurus probably bombard these so called 'freebie seekers' with offers left, right and center so no, they won't be responsive, they don't want you to know what they know.

And yes, these subscribers will probably sign up for a huge amount of gifts at these giveaway events, but they will stay subscribed to your list because you will treat them differently and not bombard them with offers, as soon as their email address hits your autoresponder account.

In fact, Alex is living proof that these subscribers are responsive, but only if you look after them right. Alex wants to help people and this, shows in both his actions and emails.

Alex sends these new subscribers free advice, great content, and more freebies. His initial emails make that new subscriber warm to him, listen to him and most importantly trust him. When Alex makes a product recommendation, these people are more likely to think I trust his opinion; I will try what he is recommending.

The great thing about giveaways is that you know what the new subscriber is interested in.

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