



**You Are Granted Full
Master Resell Rights
To This Report!...**

LEGAL NOTICE

The Publisher has strived to be as accurate and complete as possible in the creation of this report, notwithstanding the fact that he does not warrant or represent at any time that the contents within are accurate due to the rapidly changing nature of the Internet. While all attempts have been made to verify information provided in this publication, the Publisher assumes no responsibility for errors, omissions, or contrary interpretation of the subject matter herein. Any perceived slights of specific persons, peoples, or organizations are unintentional. This book is a common sense guide to building your mailing list. In practical advice books, like anything else in life, there are no guarantees of income made. Readers are cautioned to reply on their own judgment about their individual circumstances to act accordingly. This book is not intended for use as a source of legal, business, accounting or financial advice. All readers are advised to seek services of competent professionals in legal, business, accounting, and finance field. This manual is written in Times New Roman for easy reading. You are encouraged to print this book.

How to Start Your Own Mini Give Away Event!

Brought To You By James Jackson...

Be sure to check out James Jackson's other websites, products and services....

Find Hot Niches- A monthly membership site where you get 75-100 profitable niche keyword lists every single month and the knowledge to profit from them, includes ebooks, videos, articles, tutorials and more!...

[Click Here To Get Instant Access Right Now For Just \\$1.00 !](#)

Plus be sure to visit James' other pages...

- **[30 Very Hot Niche Products With Resale Rights](#)**
- **[17 Profitable Resell Rights Products](#)**
- **[The Money List](#)**
- **[The Article Marketing System](#)**
- **[The Sales Letter Creation System](#)**
- **[Instant Niche Detective](#)**
- **[Unlimited Product Ideas](#)**
- **[Niche Software Success](#)**

Introduction: Building Your Mailing List the Smart, Easy Way

Dear Aspiring Mailing List Builder,

Hi and thank you for your investment in this manual. Within the coming pages, I trust you will find this ingenious list building concept as inspiring and brain-frying as it was for me.

Granted, that this list building concept isn't exactly new, as it has been practiced in Internet Marketing for a couple of years by now. However, several mailing list owners and beginning eZine publishers remain clueless as to how to build their list of subscribers intensively.

Most list owners have lost fortunes to ineffective methods in pursuit of list building while others who are on the breaking-twines budget simply cannot afford to risk rediscovering mistakes.

You are probably one of them.

If you fancy the idea of building your list intensively in a short period of time, then **this manual is for you.**

List Building in a Nutshell

Obviously, it is every list owners wish to build their mailing list and consistently add subscribers to their database. The Internet Marketing success formula is simple:

Targeted Subscribers = Prospects = Potential Customers

This is often true, regardless of what market your product or service can be in.

Just as there are many ways to skin a cat, so are there just as many ways to build your mailing list. One particular way to skin a cat *uhmm...* I mean build your list is to join a Give Away event.

In a real sense, it's a huge way of conducting an "ad swap". You have probably joined a Give Away event so you might know how it works in general.

If you have no idea of what a Give Away event is and how it works, let me tell you! ;-)

Give Away Event Explained

Basically, a group of mailing list owners partner together and pool in their individual gifts in one limited-time event.

Each participating partner contributes a gift to the event. The gift can be a free product, membership pass or a product he is already selling (if he is kind enough to offer into the event).

The participating partner prepares a Lead Capture Page where he gives the gift in exchange for the subscriber's email address. In other words, in order for a visitor to download the digital gift, he must opt in and subscribe to your mailing list.

When the gifts are pooled together into one event (site), every partner will then endorse the Give Away event to their own mailing lists.

The result? Lots of visitors to one event as a collective effort of several participating partners!

With so many visitors downloading gifts from one focused event, it is a true **win-win** situation. This is because the visitors get to download several free gifts for their own use and every partner gets to build their own mailing list!

But there are Some Problems, Though

For starters, most Give Away events often require the potential Joint Venture partner to have a minimum of at least 1,000 subscribers in order to participate. Therefore, if you do not have that amount of subscribers or more, you are probably forbidden from participating in any Give Away event.

Alternatively, you can set up your own Give Away event. You probably have the idea of paying your Joint Venture (JV) Partners a decent percentage of commissions for every successful One Time Offer sales. You might also want to know which partner is doing well in referring subscribers to your event and who isn't.

It makes sense anyway. Usually, the one who runs the Give Away event wins the most in terms of subscribers and One Time Offer sales, if any. However, this is where the **second problem** is: if you don't have any programming skills, you can kiss this idea "goodbye"!

Also, if you would like to call this the **third problem**, big time Give Away event runners often suffer these throughout the start, run and end of the event: sleep deprives, stress and lots of hard work!

I guess this is what things are made of when it comes to proving the statement "paying the price" true. In fact, in some ways, being a participating partner can be even more appealing to most list owners even though the reward is proportionally smaller in terms of success, new subscriber counts and sales, if any.

Another Alternative?

Don't like the idea of too much hard work and worry in pursuit of getting massive subscribers and sales? Don't like the idea of learning programming if you don't know how to? **You bet!**

But do you like the idea of getting massive subscribers easily, minus the stress, workload and programming skill (especially if you are handicap in this area)? **You bet, again!**

All the more this manual is for you. Because I will show you how you can run your own Mini Give Away event. You can set everything up in under 24 hours. I will show you how to recruit your own partners and run your Mini Give Away event with less work and stress.

And most importantly, I will show you **how to get massive subscribers.**

What is more, I will also show you how to **make money** from this golden opportunity, too! Some decent HTML skills will help, though I can still help you cross over this barrier in this manual if you don't know HTML by any chance.

Granted, you might not make as many subscribers as those who are running BIG time Give Away events, but I feel that it's more important for anyone to at least be able to build their mailing list smartly and wisely.

Hence the term “Mini” Give Away.

And I will show you how YOU – or anyone for that matter – build their own mailing list intensively (I'm talking about 1,000 to 3,000 new subscribers in the space of 7 to 14 days), and **pocket some money while you are at it.**

It doesn't matter whether you are a somebody, nobody or anybody, really. And it doesn't matter how many subscribers you have in YOUR own

Giveaway Gold - How to Start Your Very Own Mini Give Away Event!

mailing list, whether you have 1,000 subscribers or next to zero. As long as you have a mailing list of your own that you want to build and grab as many mailing list owners to work together with you on this event by yours truly, you will do well to bring the concept within this manual to live for your own and JV partners' benefits.

Warning! Your brain can be fried at the end of this manual, especially if you are a hyperactive type of person with plenty of imagination and creativity! ;-)

So get ready for an exciting ride with me as I show you all of these throughout the awesome journey of building your list the fun, smart, easy way – minus the stupid stress and lousy hard work!

To Your List Building Success!
James Jackson

Things You Need to Start Your Own Mini Give Away

1. Domain Name

If you haven't already got a domain name yet, you can register at either one of the following domain name providers:

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

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

Since any Mini Give Away event is limited-time only, and usually runs from anywhere between 7 to 14 days, you can choose to host your Mini Give Away event under an existing domain name you may already have, such as:

<http://www.yourdomainname.com/giveawayevent>

Or:

<http://giveawayevent.yourdomainname.com/>

I know that some marketers may step up to say that a Give Away event should be taken seriously thus register a proper domain name for it.

Interestingly enough, according to my research, a number of Mini Give Away events run successfully for their owners and JV partners even under a sub domain name or subfolder!

As you can see, the success factor has little to do with the web address. However, if you think that you registering a domain name for

your Mini Give Away event must demonstrate how serious you take in your event, then do so by all means.

On the flip side, if you don't think it's worth spending a few dollars to register your domain name for a year when it is only going to run for less than a couple of weeks, then hosting your Mini Give Away event under an existing domain name you already own is for you.

2. GOOD Web Hosting

While you probably don't need any techie web hosting services for this simple (but powerful) purpose, you will do well to get good web hosting with good bandwidth!

Most Give Away events often get too successful that their servers even crash, owing to traffic congestions. Don't underestimate your own capabilities – that might just happen to you!

Therefore, you need good web hosting that can handle huge, multiple traffic in case your Mini Give Away event way too successful, which is obviously a **best-case-scenario** that can happen to any marketer!

Recommended hosting:

<http://www.sitehost4u.com/>

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

3. Your Own eZine or Mailing List with Free Gift

Since you are going to host the Mini Give Away event, it is only right that your gift appears at the top of the gifts page.

And more often than not, **the higher your gifts rank the more subscribers you will likely receive** because we all view pages from top to bottom!

Thank You for previewing this eBook

You can read the full version of this eBook in different formats:

- HTML (Free /Available to everyone)
- PDF / TXT (Available to V.I.P. members. Free Standard members can access up to 5 PDF/TXT eBooks per month each month)
- Epub & Mobipocket (Exclusive to V.I.P. members)

To download this full book, simply select the format you desire below

