



The JV Giveaway Beginners Guide

**Your Guide to Building a Subscriber List
For Free using Giveaway Events**

from

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"The Money is in the List"

How many times have you heard that expression?

My guess is that if you've been around internet marketing for more than a month, you'll have heard that phrase at least once.

I can tell you, it's absolutely true, ***but what the heck does it mean?***

It means this: - if you want to make any sort of regular and ongoing income in internet marketing, no matter what your niche or area of speciality, *one of your main focuses should be on developing a subscriber list of like-minded people who are interested in that subject.*

So if you want to develop a site about Dog Training, you should be focused on building a list of subscribers interested in training dogs.

Want to develop a site around learning how to massage? Then develop a list of people who are interested in learning how to massage.

Hopefully you get the idea.

WHY DO THIS?

The Bottom line is that as long as you do it properly, the bigger your subscriber list, the more money you'll make, and the more secure your future will be.

The most successful internet marketers are the ones who have the biggest lists. Guys like Mike Filsaime, Armand Morin, Yanik Silver, Tom Hua (to name a few) will have tens or hundreds of thousands of subscribers, and on multiple lists in multiple niche markets.

When your list gets to that size, and you send out a promotional e-mail to your subscribers, you don't have to have a very high conversion percentage to make a lot of money in one go.

For example, say you have a list of 50,000 subscribers interested in making money online. You send out an email promoting a \$47 high quality package, and only 1% of your subscribers decide to go for it (which is below average).

That's 500 sales you make at \$47 each = **\$23,500 from one promotion!**

The following week / month you send another e-mail promoting a different high quality package, and a different 1% take you up on it.

Can you see the power of having a substantial targeted subscriber list?

OK, so how do you go from zero subscribers and start building your subscriber list to this size so you can earn this kind of income . . . ?

. . . And do it on a tight budget . . . ?

ANSWER - JV (Joint Venture) Giveaways, or Giveaway Events.

This is one of the easiest (and free!) ways of adding subscribers to your list, especially when you are just starting out.

WHAT ARE THEY?

A JV Giveaway is where a group of online marketers in a particular niche come together and offer the Giveaway members the opportunity to download one of their products or packages for free. These could be in the form of e-books, training materials, videos, audio products, software or scripts (and this is not an exhaustive list!).

I should also mention here that you do not necessarily have to create the product yourself - I'll be covering later how you can do this using a product created by someone else.

In order to download the gift of a particular marketer, members must provide their name and e-mail address, and subscribe to the marketer's list. The member will then have access to download the gift free of charge, with no strings attached. They may

even unsubscribe from that marketer's list at any time after downloading their gift, but hopefully the marketer provides enough value to them as a subscriber that they will want to stick with them and remain a subscriber.

So why do these marketers do this?

Well, it's a kind of win-win situation. The Giveaway member gets to join the giveaway (for free) and download the gifts (for free). Many of these giveaways have literally hundreds of gifts to choose from, and members can have as many as they choose.

On the other hand the marketer has the opportunity to add new subscribers to their list.

If you haven't experienced one of these yet, just join one as a member, and go in and download some gifts so you can get a feel for how the whole process works.

Remember, there are no catches and it won't cost you a thing (unless you decide to go for one of the paid offers you see in there, but that's entirely your choice)

You will end up with some excellent resources - read them / review them - they can all help your learning.

Click on the link below for a list of some of the current giveaways you can do this with

[Current Giveaway Events](#)

Think it all sounds too good to be true?

The cynic in me thought so too when I started, but I've participated in quite a few of these events now, both as member and contributor. I've found that most of the marketers who participate in these are legitimate and value you as one of their subscribers, and in almost every case I have found something of value

If they don't, *just unsubscribe*. It really is as easy as that. At the bottom of every e-mail they send there will be a link to unsubscribe - don't be afraid to use it!

I've only ever had one marketer where I did this - I had a recent experience where I downloaded a gift from a particular marketer at a giveaway (I won't mention names). For every single day after I signed up for his list, I received between 3 and 5 emails, promoting products / packages that I ABSOLUTELY had to have! After about 5 days my inbox was getting clogged up with sales emails from him, it just became annoying, and he wasn't sending me anything of value.

What did I do? Exactly - I unsubscribed, and I haven't heard from him since

Problem solved - I still have his gift, and it still cost me nothing.

Remember, NO STRINGS.

Action Plan -

Sign up for a few giveaways as a member & download some free gifts, just to familiarise yourself with how it all operates. Meanwhile, finish this e-book and the rest of the steps so that you can be ready to participate in one as a contributor and start building your very own list.

Next Chapter - How YOU can use Giveaways to build YOUR list.

GETTING STARTED IN JV GIVEAWAYS

OK, I'm going to assume that you took my advice in the last chapter and have now experienced a giveaway as a member, and you have now downloaded some free gifts, and you are familiar with how the process operates.

So let's get on now to how YOU can use these to build your list . . .

There are a few basic things you'll need to have in place before you start.

1. A gift to give away
2. An e-mail autoresponder facility
3. A simple website or blog

I'm going to let you know what they are, and where you can get them right now to get started very quickly:

1. A GIFT TO GIVE AWAY

The best way to do this is to create something yourself - an information product, video, audio, ebook, software, or script. Then it's yours, it's unique.

But let's face it, who starting out in this business knows how to go about creating such a product, developing the packaging, etc? *Not me anyway whenever I started.*

Remember I said earlier that you can use a product created by someone else? Well, for a good few giveaways after I started, I gave away someone else's product - the same one every time. It wasn't ideal, but it got me going.

What you have to do is look for a product which has Master Resell / Giveaway rights attached to it. This e-book you're reading now has this, so you could start by giving this away! Alternatively you could try these resources (click on any of the links to take you straight there)

The Giveaway Events themselves: Often the gifts you download will come with Master Resell / Giveaway Rights. Use one of these, but just make sure it is stated in the rights that you can do so.

PLR Wholesaler: Gabor Olah has gathered here an absolutely huge collection of products, all of which come with resell rights. You can join for free, which gives you a fairly good choice, or you can upgrade, where you'll have access to thousands more information products in a vast array of different niches - you're spoilt for choice. If you're only finding your feet, join for free and find a product which suits you. Then when you're more comfortable with, go for the upgrade at a later date.

DAILY NICHE IDEA: Nice lady called Cindy Battye offers an absolutely excellent facility where she identifies particular hot niches and sends you a full website, with articles, ebook, and all the info and help you need to get started. You can join and try it out for free, and that part I mentioned earlier where you need a simple website - this site will help you build it. Loads of tools here to help you get going. Highly recommended.

2. AN AUTORESPONDER:

A what?! An autoresponder is simply a service which looks after your opt-ins (subscribers signing up to your list), and allows you to plan and schedule regular or one-off e-mails. Quite simply, it's an absolute must if you want to build any sort of online business.

There are several options open to you here:

(1) FREE AUTORESPONDERS: You can get these for free, but I do not recommend these at all. There are quite a few reasons for this:

(a) When you build up a list of subscribers on a free service, you will eventually want to transfer them to a paid service to better handle your business, and this can cause major difficulties. One colleague of mine built up a subscriber list of several thousand on one of the free services, and was unable to transfer these to his new paid service which he took on to handle his growing business. He had to scrap the list and start again, so all that work on building it went for nothing, when if he had done it right at the start, he wouldn't have had the problem. Tough lesson.

(b) Reliability & support - it goes without saying. On such an important service as this (the facility which handles your entire customer relationship building), you need reliability, continuity, and good support. You won't get this with a free service.

(c) Spam & delivery rates - You want your subscribers to actually get your emails, and be able to open them. The paid services are much better at getting your emails to your people, and free services can sometimes land you in trouble with spam and have your e-mail address blacklisted.

I could go on, but for only a few dollars a month, this is one of the things you should invest in right at the start.

There are many things in this business which you can get for free or for just a few dollars. This is one of a few areas which forms the foundation of your business, and you definitely should not compromise, even at the start. When I started I was given this advice by one of my mentors and I heeded it and signed up with [Aweber](#) and started learning from their tutorials. Now that my business and my list are growing, I am so glad I took that advice.

A few Autoresponder services:

(1) [Aweber](#): As I said above this is the one I use at present, and I highly recommend it. Bottom line, you'll find it to be more expensive than its competitors, but in terms of reliability, ease of use, deliverability, etc, it's one of the best on the market. You can also try it for the first 30 days and if you're not happy - get a full refund

(2) [GetResponse](#): Another very good service, and slightly cheaper than Aweber. I can't comment directly as I haven't used it, but many of the top marketers around use this. The choice is yours.

Each of these services have comprehensive instructions as to how to use them, so I won't go into that here - follow the tutorials on the site and you'll be up and going in no time.

(3) **Free Services:** I could have put links in here for you to some free autoresponder services, but I'm just trying to emphasise the point - if you're serious about developing an online business, don't even go there!

3. A SIMPLE WEB PAGE

OK, for this you're going to need to get yourself a few things:

- (a) A domain
- (b) Web hosting
- (c) Squeeze page

(a) A DOMAIN

You need to register a domain name for your business. i.e. the www.yourdomainname.com, whatever you choose that to be. There's a whole other e-book I could write on choosing a proper name, identifying keywords, etc, but let's not overcomplicate things here. Choose a name which describes your business (e.g. www.dogtraining.com, www.learntomassage.com, www.growjuicytomatoes.com - get the idea?).

Whichever site you choose to register your domain with (see below) will allow you to easily search for the one you want and if it's not available, suggest alternatives. It's a very simple process.

You need to register the domain, which only costs a few dollars. Below are a few registrars to give you a choice, but feel free to Google and find your own (just make sure they are legitimate):

(1) **GoDaddy** - Probably the largest registrar in the world. This is the one I personally use, and I find them to be excellent. Any problems which do arise are resolved fairly quickly, and support questions answered within a reasonable time. Therefore I have no problem recommending them

(2) **NameCheap** - A good alternative to GoDaddy - I haven't used them myself but some people prefer them over other services. Entirely your choice.

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