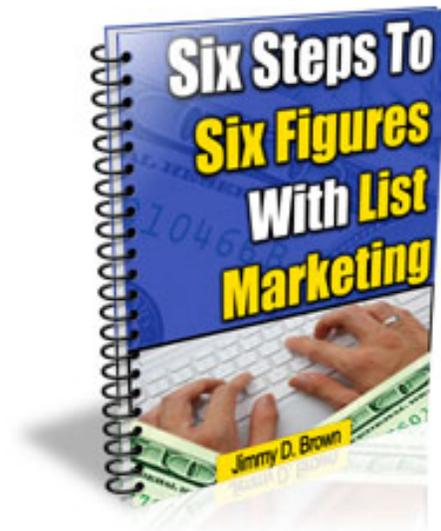


- Special Report -

Six Steps To Six Figures With List Marketing



By Jimmy D. Brown
Benchmark Publishing, LL

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About The Author

Jimmy D. Brown



Jimmy D. Brown is widely considered one of the web's **leading email marketing consultants**.

He's been one of the featured speakers at the world's largest Internet marketing seminars, such as the ***Big Seminar*** and the ***System Seminar***. He's been interviewed by some of the

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most successful marketers in the world, like Yanik Silver and Jim Edwards. He's privately counseled some of the top "gurus".

And those who've *submitted testimonials* for his products are like a who's who of Internet marketing...

- John Reese
- Armand Morin
- Terry Dean
- Paul Myers
- Stephen Pierce
- Jim Edwards
- Alex Mandossian
- Phil Wiley
- Ryan Deiss
- Jason Potash

Just to name a few.

His [Small Reports Fortune](#) course is getting rave reviews from seasoned Internet Marketers as well as from college students, stay-at-home moms and retired grandparents. In the Small Reports for Big Profits system he outlines a step-by-step plan that is simple to follow, yet incredibly powerful when it comes to generating large amounts of profits (think 6 figures).

His [Get Email Results](#) course breaks new ground in email marketing techniques. Not only will Jimmy teach you how to make sure your emails get delivered in the first place, he also shares his own techniques to write headlines that will catch your subscribers attention. And once you have them reading your email, his course will teach you how to write copy and make offers that make them pull out their wallets to spend money before they even finish reading your message.

Jimmy has helped thousands of people establish and grow online businesses since 1999, and has created ***dozens of best-selling internet marketing courses***.

When he's not working, Jimmy is found spending time with his family (lovely wife Paula and "just as stubborn as his daddy" son, Jacob) or out playing tennis.

He has an online daily devotional site at [Living4Jesus.com](#) where over **700 of his original devotionals are archived.**

Introduction

Special Report –

PRINT THIS OUT FIRST

Six Steps To Six Figures With List Marketing

by Jimmy D. Brown

The fortune is in the list.

If you had a dollar for every time you've heard that said, well, you'd already have a fortune! :-)

However "*broken-recordish*" it may sound, **it IS a truthful statement**. The fortune REALLY IS in the list.

Fact is, if you possess the knowledge of how to grow and profit from opt-in lists, **you can pretty much write your own ticket**.

Now, to be sure, list marketing has MANY parts. Throw in words like "*autoresponder*", "*opt-in page*", "*conversion*", "*open rate*", "*delivery*", "*offers*", "*permission*", "*bounce*", "*white / black list*", "*call to action*", "*personalization*", "*subject line*", "*confirmed*", "*click-thru / click-thru rate*", "*targeting*", "*unique click*", "*hard / soft bounce*", "*demographic*", and "*campaign*", along with a gazillion other terms, and it's easy to see why so many people don't ever get to the pot of gold at the end of the rainbow.

While there are many parts, **I believe there is only ONE system**.

It's not "my" system, it's THE system.

Everyone uses the same basic system. Some do it better than others. Some understand it better than others. Some explain it better than others. But, at the end of the day, it's the **same system**.

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Now, I'm going to explain this system to you in ***my own proprietary way*** that no one else on the planet uses. Remember, it's the same system - it's just ***my unique way of explaining that system.***

And, along the way, I'll talk about each of the six parts of the system and share some insights that are also exclusively my own.

I call this universal system the "**List P.R.O.F.I.T. System™**" and I've been using it myself since 1997 (and using it SUCCESSFULLY since August 2000).

There are six steps in the system and - if you master them - you CAN easily make six figures online with nothing but your list.

The components of the **List P.R.O.F.I.T. System™** are...

- P - PROMOTE your list.
- R - REWARD the optin.
- O - OFFER a proposal.
- F - FIXATE attention.
- I - INITIATE a response.
- T - THWART the filters.

Now, I'm going to briefly explain each of these six steps in the remainder of this lesson.

Let's begin...

P - PROMOTE your list.

First things first, you need to get people to your site so they can join your list and give you permission to begin mailing to them. Obviously, it provides no value to you if you have a great list in place and *no one knows about it.*

In the [List P.R.O.F.I.T. System audio course](http://www.ListProfitSystem.com) at www.ListProfitSystem.com I share one of the BEST ways to drive traffic to your opt-in page as we look at "**P - PROMOTE your list**" in greater detail.

For now, I want to instill in you the great necessity of putting list-building at the forefront of **every business action you complete online from this day forth.**

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Seriously, there is nothing you will do that is of more benefit to you than getting people to join your list.

Because of the great significance of building your list, it is important that your every move be towards ushering more people to your opt-in page.

And I mean, in **EVERYTHING**.

Write this following sentence down on a post-it note and put it in a spot very near your computer:

"Everything I do must work towards list building."

Listen to me carefully: when you hear or think or see the word "traffic" from this point on you think of directing that traffic to your opt-in page as your primary course of action. End of discussion.

- Don't promote that affiliate link until AFTER you've gotten them on a list!
- Don't sign off your post at a forum with a link to a sales page. Point it to your opt-in page!
- Don't buy advertisements to promote a product or a service or an offer - use ads to build your list!

The important thing that I want to stress is this: everything you do must work towards building a list. You have to have that mindset as you are growing your business. Ask yourself the question "*How can I use what I am doing right now to add more contacts to one of my lists.*"

Promote your list. That's objective number one. Always. That doesn't change. Ever. Got it?

R - REWARD the optin.

Now getting people to your opt-in page and getting them to join your list are two different things. Once you've got traffic to your opt-in page, you need to convince people to "opt-in" to your list.

That is, get them to join your list of their own free will. Usually, this involves giving away a mini-course, report or newsletter from your web site.

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All you need is..

- An Attention Grabbing Title. (I wrote a lesson once to offer as an incentive to get people to join my list. I could have chosen "*4 Keys to Successful Email Promotions*" for that article, but is that as attention-grabbing as the one I went with ... "*How to Pull in As Much Profit As Your Wallet Will Hold From Opt-In Lists*"?)

- A Handful of Bulleted Benefits. (A short list of 4-6 desirable things subscribers will learn if they join your list. Think "*what's in it for me?*")

- An Opt-In Submission Form. (Your autoresponder system will provide this for you.) In the third lesson of the List P.R.O.F.I.T. System audio training, I'll talk more about designing your opt-in page, including WHERE your opt-in call to action should take place for best results. (In fact, I'm going to talk about how to get as high as 90% of your visitors to join your list!)

The important thing is to "reward the optin" - in other words, **give your visitors some compelling reason to join your list right now.**

That's a mouthful of a statement - and perhaps you didn't catch it all - so let me say it again in super slow motion...

1. Give your visitors
2. Some compelling reason
3. To join your list
4. Right now.

When people arrive at your site, they are skeptical. They've got their guard up. They're probably shaking their heads side to side before they even read your headline. They've seen it all before, and they've been punched in the mouth by every scammer out there. And they think you're next in line.

**You've got to convince them to TRUST
you enough to let you into their lives enough
to hand you their name and email address.**

And you've got about 60 seconds to do it.

So, "*give your visitors*" (Not even a HINT of you're selling something) "*some compelling reason*" (Anticipated results) "*to join your list*" (Proof of your claims) "*right now*" (A reason for urgency).

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That's what it means to "reward the opt-in".

And in lesson three of the [List P.R.O.F.I.T. System audio course](http://www.ListProfitSystem.com) at www.ListProfitSystem.com I'm going to give you a step-by-step, detailed blueprint (I seriously could be selling this for \$27+) of exactly how to get people to join your list. I'll explain how to "give your visitors some compelling reason to join your list" in a simple way that you'll have up and running in half an hour tops.

That brings us to "O"...

O - OFFER a proposal.

Let me make a statement LOUD and CLEAR right here. (If you're a greedy, self-centered, get-all-you-can-get, drain 'em dry kind of person, here's your warning to stop reading. Or, better still, keep reading 'cuz you probably need it)...

There are many ways to profit from your list while providing a valuable service to your list members.

In other words, being a list owner is SO MUCH MORE than just firing out offer after offer. I am sick and tired of seeing "*offer harlots*" out there who lure people onto a list only to promote a new offer every single day to unsuspecting people.

Sure, adults are adults and they've got the good sense to unsubscribe anytime they want and move on to something else. But, all too often, inexperienced folks get sucked in by the smooth talker with the marketing mumbo jumbo and they hit "*unsubscribe*" **well after they've maxed their credit cards.**

Listen, I'm all for making money. I've got a beautiful home. I drive a BMW Roadster Convertible. I travel a lot. I'm all for making money. *But NOT by tricking, cajoling, misleading or manipulating others at a breakneck pace of an offer an hour.*

There's a point to this, so stay with me.

The "O" in the system is "*Offer a proposal*". Sometimes that will be a solo mailing for an offer. There's nothing wrong with that. As long as you're not constantly telling your subscribers "*you gotta have this*" and "*you gotta have that*" and "*this is the best thing I've ever seen*" every fifteen minutes, I've got no problem with your approach to email marketing.

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----- Sidebar -----

Let me point out something to YOU as the list owner. If you become an "offer harlot" (Someone who does nothing but blast out offer after offer to his or her list just to make money - in most cases, having never used the product or service offered themselves) sooner or later you'll find that you don't have a list.

Trust me here. Not only do you do your subscribers a disservice, but you harm yourself financially by ruining your reputation and running your list into the ground until it's no longer a viable asset for you.

----- Sidebar -----

BUT, learn this: I said offer a "*proposal*". There are MANY ways to make money from your list that don't have anything to do with "buy this, buy this". In fact, quite a few of them are actually BETTER generators of revenue.

Let me just give you a quick example:

Let's suppose you're getting ready to begin working on a new product. Think of all the ways your list members could be beneficial to you in just this one example alone...

- They could advise you on what "topic" to focus on in creating your product. (What better indicator of a product to create than the very list of folks who are most likely to buy it from you?)
- They could submit their "most asked questions" for you to answer in your content. (Again, giving you greater opportunity to sell the completed product - AND helping you actually outline the product.)
- They could participate in the content creation. (By submitting their "top tips". Some could be interviewed if they have experience. Some could be guinea pigs to try out your system. Some might have talents such as editing and proofreading and formatting and graphic design they would be willing to exchange for a copy of the completed product. Etc.)

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