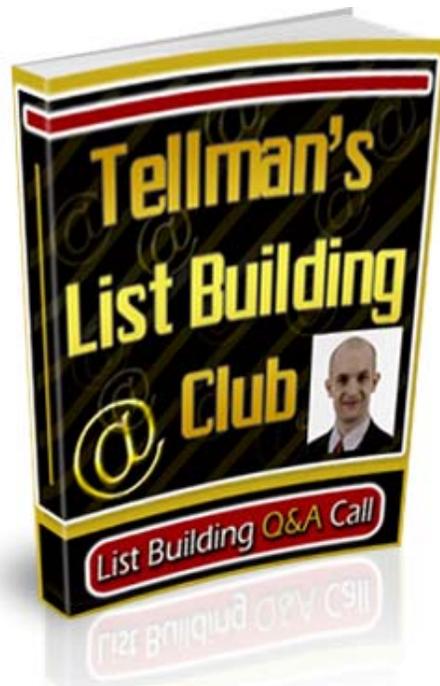


Tellman Knudson's List Building Club Question & Answer Call



Brought to you by: [List Building Power](#)

Congratulations – You Get FREE Giveaway Rights To This Entire Ebook

You have full giveaway rights to this ebook. You may give away or include this as a bonus in any product and membership site.

Unadvertised Bonus

This Limited Time Free Offer Could End At Any Time...

**“Imagine Pressing A Few Buttons
And Instantly Creating Your Very
Own Branded Cash Producing Viral
Ebooks That You Can Sell Or
Give Away!”**

<http://www.ViralEbookExplosion.com>

DISCLAIMER AND/OR LEGAL NOTICES

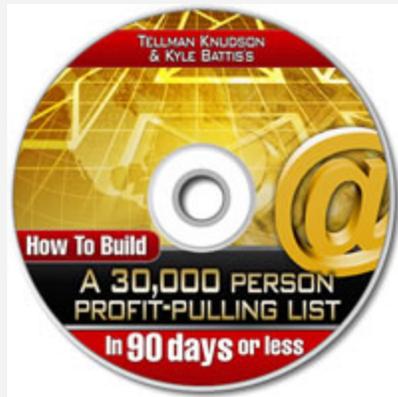
The information presented herein represents the views of the author as of the date of publication. Because of the rate with which conditions change, the author reserves the right to alter and update their opinions based on the new conditions.

This report is for informational purposes only and the author does not accept any responsibility for any liability resulting from the use of this information. While every attempt has been made to verify the information provided here, the author and their resellers and affiliates cannot assume any responsibility for errors, inaccuracies, or omissions. Any slights of people or organizations are unintentional.

Master Reseller/Giveaway License

- You have full master resell rights to this product.
- You MAY resell this product and give master resale rights to your customers.
- You MAY offer this product as a bonus to a PAID product.
- You MAY include this product on a FREE or PAID membership site.
- You MAY give this product away for free.
- You May sell this product or give it away on Ebay or any other auction site.

Who Else Wants Their Very Own Copy Of An Amazing \$97.00 "Listbuilding Secrets Of Internet Millionaires" 57-Minute CD Shipped To Them...For FREE!



Get Your FREE 'How To Build A 30,000 Person Profit-Pulling List in 90 Days Or Less' CD Now!

Yours Absolutely Free, Without Commitments, or Obligations

[Click Here For Free CD](#)

Tellman Knudson: All right. Very, very good. I'm going to go ahead and mute out the lines. Everyone here we go.

Okay. Welcome everyone. This is our first official Tellman's List Building Club list building Q&A call. Now, I have to tell you something about how this call works and how we're going to do things. No. 1, No. 1 is you can ask any question whatsoever; any question whatsoever. If you need to ask me how to cancel, you can ask me how to cancel.

I'm just going to get that out there in the open. So you can ask obnoxious questions. You can ask intelligent questions. You can ask complete newbie beginner questions. You can ask extremely complex, high level questions.

This call is actually very, very, very self serving and I'm going to explain to you why. I want to know what you want to know so I can figure out the best information to put into Tellman's List Building Club. Now, I know that a lot of you have; have been

logging in. We currently have over 2,600 members. We have over 2,600 members and that's very, very exciting.

Right now the cream of the crop is on the line. We have 131; 135 people on the line right now so; so I can't wait to hear what you guys have to say. There are a couple of rules. There are a couple of rules is I want you to have your question written down on a piece of paper in front of you before you ask it. I want you to have your question written down on a piece of paper in front of you before you ask it and here's why.

There are 100; oop, we're up to 135 and I'm sure that number is climbing right now. Well over 100 people are listening to you and now we're at 139 people are listening to you. And what we don't want is you to ramble on about every single thing in your life. We want to know what your question is so we can answer it and move onto the next question. Okay?

Now, if you've logged in to Tellman's List Building Club and I really hope that you have, you've seen all the articles that we have in there. You've seen all the audios that we have in there; audio clips on list building and you've gotten access to the step by step list building training. You've probably already gone through all the quick start videos. You've started seeing all the awesome stuff that we've packed in there for you. There's more stuff in there on list building than you can get anywhere else period. We have 144 people on the line and the number is continuing to climb.

Now before we get started, how about Brian Edmondson? This guy is absolutely fantastic. He's been creating all the videos for Tellman's List Building Club. He's a great friend of mine, absolutely brilliant individual and a **camtasia** whiz. So what we're going to do, on the count of three, Brian is not on the line with us right now. He's actually in the middle of creating another video for you guys right now.

He might be joining us later on on the call if I can get him to put; to pull himself away from camtasia for a moment. But, what we're going to do is I'm going to go ahead and unmute the lines. And when I unmute the lines, I'd like everybody to yell and to scream and; and; and to give a big cheer for Brian Edmondson and the awesome work that he's doing on all these great videos for you guys. So on the count of three; one, two, three.

[Callers screams, cheers and whistles]

Tellman Knudson: All right, here we go. Awesome. Awesome. Thank you guys. That was absolutely fantastic. That was absolutely fantastic. I can't wait for him to hear that.

All right so; so here's how this works. Here's how this works. On a very, very cool system here that we've set up for you, here's how you ask a question. Now, it is going to be first come first serve and we do have 153 people on the line and the number is continuing to climb. Right now what I want you to do is if you have a; now you can only do this if you have a question written down on a piece of paper in front of you.

You can only do this if you have a question written down on a piece of paper in front of you and it has to be a clear question. It has to be clear. If it's not, I'm going to interrupt you. I'm going to stop you. I'm either going to make you make it clear or get back in line. Okay?

So, we are first come first serve and there's no question too simple, no question too complex. We can start at the very basics. We can go very complicated. If you don't know how to log into the site, you can ask me and we're going to walk you through it step by step. All right, we can _____ walk you through it step by step.

So, again just for anyone just joining us, we have a lot of folks on the line. This is Tellman Knudson. This is the Tellman's List Building Club list building Q&A call. Okay?

You can ask questions about the site. You can ask questions about a particular aspect of something we're doing within the site. You can ask questions about any of the audios, any of the articles, any of the videos that you've seen. You can ask specific questions about list building. You can; I mean but it's all about list building and about the site.

So, what I'd like you to do is write down your question. This is first come first serve and I'm going to tell you how to raise your hand right now. The way you raise your hand; the way you raise your hand right now is you; what you do is you actually press 1, 1. You press 1, 1 on your phone. You press the number one twice in a row and what will happen is you will raise your hand and I will see your hand raised.

It's going to be first come for; whoa! All right, we've got some hands raised. First come first serve and I'm going to go ahead and I'm going to go through and answer as many of these questions as

fast as I possibly can. Okay? It is first come first serve and I'm going to go for as long as my breath will take me.

So, with that said, I'm going to call out your area code. I'm going to call out your area code and all I'd like you to do is give me your name and tell me what your question is. Actually your name and where you're calling in from and tell me what your question is. That would be great. So 604 area code I'm putting you through first; 604.

Tom Burlington: Tom Burlington. My question is please explain the relationship between an opt-in page like my first; your my first list page and a long sales page and the; my wish to have; include some giveaways or small dollar items to encourage an outcome of the sales page which is a large dollar item. It's a _____ transformational tour worth \$3,500.00.

Tellman Knudson: All right. Stop. Hold on. Hold on. Hold on. Try to clarify your question a little bit because when you say explain the relationship, there are lots of relationships. What; what do you; what's your; what; what; what about the relationship are you trying to solve?

Tom Burlington: I want to know how to include the giveaways which is an article; an audio interview with the wisdom guide or a small dollar item which would be a video; a DVD video. I want to know –

Tellman Knudson: Ah.

Tom Burlington: Or whether it should be on the –

Tellman Knudson: Ah. Got it.

Tom Burlington: Sales page.

Tellman Knudson: Okay. Here; here's a great and you're using this to build your list oh course.

Tom Burlington: Using it; well, both to build the list and to lead to a telephone call to close the sale.

Tellman Knudson: Interesting. Well I; I thought you were going to drive them to a long copy sales page.

Tom Burlington: Yeah. Well off the sales page, you would get the; the interview and; and; and possibly a deposit.

Tellman Knudson: Okay. Here's what –

[Crosstalk]

Tom Burlington: _____.

Tellman Knudson: I'd do, Tom. You said Tom –

Tom Burlington: Yeah.

Tellman Knudson: Burlington, right?

Tom Burlington: It is. Thank you.

Tellman Knudson: Okay. No. 1 Tom is; is the main thing you need to remember; the main thing you need to remember is nobody cares about the article. Nobody cares about the video or whatever. People care about the benefits that you're giving them from the article or from the video. Okay?

Tom Burlington: Okay.

Tellman Knudson: So it almost doesn't matter what media style you deliver it in because hey, two or three years ago you wouldn't have even been able to consider using video, right?

Tom Burlington: Yep.

Tellman Knudson: So; but you would have still been able to find a way to deliver those same benefits. A couple of years from; before that you wouldn't have been; even been able to consider doing audio.

Tom Burlington: Yeah.

Tellman Knudson: You would have strictly done it in an article or an e-course. So people are opting in; but you could still get, you know, 50; 60 percent opt-in rates if you're a halfway decent copywriter, right? So the main thing, Tom, that you want to do; No. 1 is on your squeeze page, you want to explain the benefits of what it is that you're delivering to people and why it is that they want those benefits, right?

Tom Burlington: Yep.

Tellman Knudson: Now, with that said, you're asking a more technical question and I'm going to address that. Here's what I would do, Tom. What I

would do is; okay, now advanced are you? Do you want the simple version or the complicated version?

Tom Burlington: Give me the complicated version and I'll figure it out somehow.

Tellman Knudson: Great. What autoresponder are you using, Tom?

Tom Burlington: At the moment, Get Response but I'm uncomfortable with it.

Tellman Knudson: Okay. Well, whether you're comfortable or uncomfortable, Get Response is a reasonable solution. I have a Get Response count. It's not my primary autoresponder that I recommend but you can use Get Response for sure. Okay? So here's what –

Tom Burlington: Okay.

Tellman Knudson: What you would do. People would opt-in to get your stuff, okay? You would; you would drive them directly to what; what; probably a double opt-in page that says hey, to confirm your subscription, go back to your e-mail and click on the link in the e-mail with the subject line, whatever your subject line is.

Tom Burlington: Yep.

Tellman Knudson: Okay? That would be your thank you page. They click; now, there's a reason for this and this is actually slightly different than what I explain in my first list and here's why. Basically what's going to end up happening is people are going to go and they're going to double opt-into your list. So they'll automatically get an e-mail. So after they opt-in, they'll go straight back to their Inbox. They'll go straight back to their Inbox –

Tom Burlington: Yep.

Tellman Knudson: And they will look for that e-mail. They'll click it and it says to get your; you know your audio and your video and your list describing all those cool things, click on; click on this link right now. You click on the link right now and that brings them to the long copy sales page.

Tom Burlington: Okay. Right.

Tellman Knudson: Okay. In the meantime while they're reading the long copy sales page, their free bonuses are automatically delivered to them via e-mail.

Tom Burlington: Okay.

Tellman Knudson: Through another e-mail that gives them a link to their download page. Okay?

Tom Burlington: Okay. Yep.

Tellman Knudson: Now here's what I would do if I were you, Tom. I would not give them to them all at once. I'd spread –

Tom Burlington: Yes.

Tellman Knudson: If you have three bonuses, I would give those bonuses to them over three days.

Tom Burlington: Yep.

Tellman Knudson: And now it gives you an easy excuse for automated follow up.

Tom Burlington: Excellent.

Tellman Knudson: Now what are your three bonuses again?

Tom Burlington: A; an article describing; an article. Let's leave it that –

Tellman Knudson: Yes.

Tom Burlington: An audio interview with the wisdom guide.

Tellman Knudson: Yep.

Tom Burlington: And a video; a nice video of _____ Trail.

Tellman Knudson: Fantastic. And what happens at the end of the audio and what happens at the end of the video and what happens at the end of the article?

Tom Burlington: *(Laughter)* That's; that's what we have to do. *(Laughter)*

Tellman Knudson: Yeah. Well, what do you think happens?

Tom Burlington: Well what I think happens is; is we do a; an irresistible offer. *(Laughter)*

Tellman Knudson: Exact; okay, good. You've; good, good; good. So, exactly, right? Now you said that you're doing one-on-one phone sales, right, to close a sale?

Tom Burlington: I think that's the best way in this case or to offer; to schedule one-on-one phone sales with the people –

Tellman Knudson: Yep.

Tom Burlington: Who are really interested.

Tellman Knudson: Great. Great. So here's what you do. What you do is you get a toll free phone that people that can call for the free; for their free whatever it is.

Tom Burlington: Yep.

Tellman Knudson: Is it a; is it a spiritual getaway? Is it a vacation?

Tom Burlington: Yeah. It's a spiritual guided tour. Yeah. It's a personal, spiritual transformational tour.

Tellman Knudson: Great. So; so what you do is you; you give them the 800 number to call in order to schedule their appointment for their; for their; for their 30 minute free spiritual development consultation.

Tom Burlington: Yep.

Tellman Knudson: Right?

Tom Burlington: Yep.

Tellman Knudson: I learned that one from Matt Bacak, brilliant guy by the way.
_____.

[Crosstalk]

Tom Burlington: Yeah. That's where I got this from too.

Tellman Knudson: From the formula.

Tom Burlington: Yeah.

Tellman Knudson: Yeah. Well, hey, Matt's absolutely great. He; he's one of my mentors. I; he's a fantastic guy. Looks like you're applying it in a great way but you've got it nailed, right? So you want people to

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

