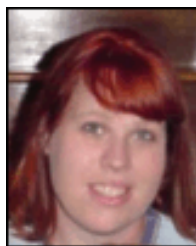


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JEFF DEDRICK AND LIZ TOMEY

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Jeff Dedrick: Hello everyone! Glad to have you here. This is Jeff Dedrick here and I have Liz Tomey on the line. And we are billing this as--what do we call it, Liz? Is this the Marathon List Building Viral Marketing call? What was my official title of this?

Liz Tomey: Yeah, I think we are giving out all the information we possibly can. I think our focus was list building but there is going to be some really good information in it.

Jeff: Yeah, and also the call might be a little weird because Liz and I are pretty good friends, so we do like to make fun of one another a lot. So, you might hear some of that. We are going to probably try to keep our language cleaner than it might be in normal calls that are more private.

But what you are going to hear is just we are going to really get into the details of our business, and how we built our business. And primarily my business was built off of list building. We are going to really focus in on that.

But we are also going to be talking about not only the ways we build our lists, but we are going to be talking about things that maybe people don't talk about, like the JV aspect of it, how important that is to build your list, and how to go about that. Liz does a great job in creating a lot of products, and a lot of these things I don't even know.

So I am going to be asking her and taking notes with all these products, and the viral aspect of it, because I have never heard. I am going to be asking Liz how many people she gets through all those products she creates, and the links and the sales, if she knows those numbers.

So we are going to be asking a lot of good stuff, and just trying to give you guys as much information as we can, so you can apply this stuff to your business. And I say this oftentimes, that a lot of people always keep on learning and learning and learning. And a lot of times, they don't take action.

So we might be giving you 50, 100, 200 things here, great ideas. Well, obviously you can't do them all. Just off the list, look at your current business model of what you are currently doing and what your current goal is, and look at just the things you can apply and take action on almost immediately.

Look at maybe just one, thing, or a handful of things. Don't look at all 100 or 200 things. Just look at a couple of them, focus in on those and, if possible, see what you can get done by tomorrow, the day after you hear this. Can you get a couple of those accomplished, even just one?

Your goal might be just doing one by the end of the week. But the main thing is just getting that first one done. Liz, what do you think about that? Is that a problem that you see? I know that you do a lot of coaching, which I do not do. Is that whole process, or people just taking action, is that like a big problem that you see in a lot of your clients?

Liz:

Oh, yeah, most certainly, and it starts with focus. Something I have learned from Robert Puddy's seminars is that even I am doing a few things wrong. And the biggest thing is that if it doesn't apply to your business model, it doesn't apply.

You stay away from it. You don't focus on it because what you will find yourself doing is hopping. You hop to this, you hop to that. You have got to stay focused. This is my business model. This is what I do. If it doesn't relate, it doesn't exist. And another thing I have been teaching my coaching clients is kind of like the 24-hour rule.

And this 24-hour rule is about buying, because buying stuff is all great, and you need to continue your education. But if you can't use it or need it in 24 hours, don't buy it.

I don't care if someone comes along and says, "Oh, it is the latest greatest, and it is never going to be done again. " If it is in Internet Marketing, it is going to be done over and over and over and over again. So that is a big thing. Focus? If you don't have focus, you are going down.

And it may take you awhile, and it almost happened to me, you know. That whole focus thing almost killed me, because I was working 16, 18 hours a day, and getting absolutely nothing done. So if you don't focus, you are going to lose out big time.

Jeff:

Well, you should say, Liz, you were getting a lot done, but compared to what you are getting now, looking back, you weren't getting that much done. You were still creating a successful business and growing, but now your growth is like hyper growth compared to before because you are outsourcing compared to when you were trying to do it all yourself.

Liz: Exactly, exactly.

Jeff: Yeah. On the topic of that focus, there is a book called Good to Great. I am horrible at remembering names. I think Jim Collins is the person that wrote it. This book is brought up many times in Rich Schefren's coaching program. I am a member.

And also, Mike Filsaime had a big seminar a couple of weeks ago in New York, and it was about building your business. And they quoted that from the stage at least three times or four times, and I know of at least two speakers who brought up that book, so anyone that is listening, I definitely recommend Good to Great.

It deals with the difference between just normal, good companies and the great companies. And they deal with that whole focus issue. So that is definitely a book that you guys can put on your list of things to buy from Amazon.

Liz, I have wanted to get into your history. I met Liz just in the last year. We met at a few, maybe three events. We were doing a mastermind group together, and we did a product together, but I don't know much about your history. For the people out there, maybe quickly give them an idea of your online history or maybe any other history that is relevant.

And then also get right into the list building history. At what point did you start building your list or figure out that that was something you needed to do?

Liz: Okay, well, I got my start, a lot of people don't know this about me, but I have actually never had a real job, as far as the whole 9-to-5 thing. When I was a teenager, I was a carhop at a restaurant in Indianapolis, but that is the extent of my real job stuff. When I was 19 years old, I started a direct-mail business.

It was a direct-mail advertising business, and I ran that until about a year and a half ago. It made me \$50,000 to \$60,000 a year. But compared to what happened when I got online, it just wasn't working. So my background actually comes from the direct-mail advertising business.

And what I did there is sold advertising services to people who were in direct mail. And what I did is create this huge list of dealers. In the offline world, affiliates are called dealers. So I had this whole list of affiliates, and I probably didn't advertise the last

four years of my business because all of these dealers were promoting my stuff for me.

They would make a sale and they would get a commission. So all I was doing was filling the orders, basically. You guys forgive me. I am losing my voice because I have done so many interviews over this past weekend.

Jeff: Oh, yeah. Liz was at a seminar all weekend, doing a boot camp and doing interviews, so hopefully you can make it the full two hours or more.

Liz: Oh, I can. I am drinking hot tea, so we are ready to roll. But that is what I did offline. So I went, “Okay, I see people doing this online. I bet I can do bigger by taking my business model, which is creating products and having others promote it, to the online world.” And that is exactly what I did.

I actually didn't start with building a list. I started by having my own product, and having that is vital. And so many people miss that. They don't start with their own product. If you don't have your own product, you are not starting.

If you want to go into affiliate marketing and building a list, and all that stuff, that is really hard to do. You need to learn to leverage other people. So I saw at a forum a topic on joint ventures. And I went, “Hmm, okay, this I can do because I know about joint ventures off line.”

But I didn't know about joint ventures online, and there is quite a difference there. So I went to the forums and started asking questions about joint ventures. And I saw these big names giving me answers, and I said, “Okay! This is content!”

So I e-mailed them all and said, “Hey, can I use the post you made in the forum for creating a course on doing joint ventures?” And that was the birth of my very first product, which was Joint Venture Secrets. And it has been taken offline now, because I need to update it.

I am going to make it a huge course instead of the small course that it is now. But all those people I got to say yes to being in the book, once I got it done, I went back to them and said, “Hey, will you promote it?” Well, we are in the Internet Marketing industry, and the Internet Marketing industry has a lot of big egos in it.

And if you put someone in your product, nine out of ten times, they are going to promote that product because they are in that product.

A case in point here: night before last I was reading an e-book, and I can't even remember the name of it, but there was a lady who was writing this e-book, and she mentioned me several times in this e-book. I didn't know who she was. She had never contacted me.

Jeff: Did she say something positive or negative?

Liz: All positive, Jeff.

Jeff: Okay!

Liz: This wasn't about a whole lot of people commenting on you. This is about me! You only get the negative feedback, remember?

So she had me all through this e-book and I e-mailed her and said, "Hey! You know, I really appreciate this. What can I do for you? Can I promote this for you? Do you have an affiliate program? Do I just need to send this out to my list? Tell me what you need?"

And it was because she had mentioned me several times in her e-book. So once I got my e-book totally done, I went to these people and said, "Hey! This is what I got; this is what I did. There is a workbook with it; there are audios. Here's the download page. You, of course, get it for free. Would you mind telling me what you think about it?"

"If you don't have the time, I would be more than happy to jump on the phone with you and give you the lowdown on it. Maybe we could work out a deal where you could promote this for me, and I will promote your products on the backend."

So I already knew the key to doing a joint venture was making sure the person I was doing the joint venture for was getting a lot out of the deal. I went to these guys and said, "Hey, you are in this e-book. There is benefit number one. Benefit number two, they are getting it for free. Benefit number three, I am promoting their product on the backend."

So if you ever go to these big guys, throw yourselves at them; whatever they need, do it. If they need affiliate links created, if they need you to get a domain name and redirect it to their affiliate link, whatever they need.

When you are first starting out, don't grovel at these guys, but make sure they have everything they need. So once I got that going, the launch just took off. It was my very first product. I literally was online six or eight months just trying to decide what I wanted to do.

But once that went off, that was the start of my list building. And it was by having people promote my products. Anybody who came to the site, I had a little opt-in box so they could opt in and get a free report on doing joint ventures.

Some people now are not real crazy about that, so I don't recommend putting any type of opt-in box on your sale page. I know that I, as an affiliate, will not promote to squeeze pages and that kind of stuff any longer. I don't like giving away my list. So you might not want to do that.

But when they buy, you can put them on your list. So I was building this list of buyers that kept getting bigger and bigger. On the flip side of that, I was also building a list of affiliates, because once they would buy my product, and this was all before the whole butterfly marketing thing. This will be three years ago this July, so this is all before butterfly marketing.

Once they bought my product, not only on the download page would I tell them on my page they could make money now by my promoting it, but I also had an entire e-mail series ready to go. And I told them, "Hey, here's some benefits to this. I bet some people on your list would like this, and you can make \$77 a sale."

So I also built a list of affiliates. So I had a list of buyers, and I had a list of affiliates. I was already powerful. So when I came up with my few products, I did the exact same thing, the next product, the exact same thing. And now I have a list of 20,000 people, and 1,500 affiliates. And that is all in three years.

And in those three years, I have deleted my list and started over. I started over about a year ago. I just deleted the whole thing because they weren't being responsive and evidently, I was doing something wrong. I just wanted to take a different model to it and go, "Okay, this is what I want to do now."

And so basically in a year, I built my list to 20,000 and my affiliates have always been with me. I will never delete them because they are my bread and butter.

Jeff: Let me hear about deleting this e-mail. So you had this big group, at that point, what, two years old? Some of the contacts, you just felt they weren't opening the e-mails, or they just weren't responsive, so you just literally...?

Liz: Well, the biggest problem was that at that time, I was using an autoresponder service on my server. I wasn't using Aweber. And so I noticed that only 40% of my e-mails were getting delivered. And I was like, "Well, what is going on?"

My domain name wasn't blacklisted. My IP wasn't blacklisted, nothing like that. The domain name was fine. But the software that I was using on my server and the hosting company I was with would only allow like a thousand people to be e-mailed a day.

So on Monday, I would e-mail out. Well, if it had a thousand people, it takes 5 days to get all those e-mails out. So that was the big kicker. And like I said, I probably had 8,000 to 10,000 people on that list. And when I would send out, maybe 40% of them would get it, and then I had bounced e-mails and all this stuff. Nobody was buying.

And the big thing I think I did wrong was I gave them too much content. I love to teach, and I love to give people lots of content. But if you train them to be nothing but content, they are never going to buy from you. People don't understand that, but we are marketers.

We are supposed to sell to people. Don't be afraid to sell to people. That is your job. That is what you do. A fire fighter puts out fires, and marketers market. So don't be afraid to sell to your people. Always give content. I am 110% behind content, but make sure you are trying to sell them something in that content.

And that way they will be prepared when you send them something, and they will be, "Okay, Liz is going to educate me but she's also going to try to sell something to me." And that is fine. If you just want to do hard sells to your people constantly, a lot of people like that.

Everybody likes something different, and they are going to pick you for what you are, so don't try and do everything. And that was what I was trying to do. So I just said, "Okay, I am deleting you guys."

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