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## Drive Capture Mail

We're going to be talking about list building today, The Keys to Effective List Building. I narrowed it down to three things that I think people need to have a better grasp on. I'm going to call it Drive, Capture, and Mail, because I think these are the key things with effective list building and making profits with your list, because it's one thing to just be able gather a bunch of data in an autoresponder or on a database somewhere. If you're not profitable with it, if you don't know how to manage it, if you don't know how to mail to it, capturing the data is just part of the work, driving the traffic, capturing the data and mailing list. That's what we're going to talk about here.

The key to a bigger, healthier, and more reliable list, that's the other thing, it's got to be reliable. It's got to be there for you when you need it. For me, I need it every single day because I make money from it every single day, so I want to be able to mail offers to our subscribers and make money every single day.

You must do things in a particular way if it's going to be reliable. You must build a healthy list. That means continuing to take care of it just like your car. You buy a car and from the moment that you drive it off the lot, that car starts ageing, things are going to eventually start breaking down with this car and you have got to maintain the car. You've got to put oil in it. It's not just about putting gas in it and putting it in drive every day, you got to take care of the thing. You've got fluids to check, you've got to put oil.

Naturally, you don't must start checking that stuff as frequently in the beginning. As the car gets older, you have got to be more careful with it. You have got to take more care. You know what? A list is the same thing. A key to a bigger, healthier, and more reliable list, it's not going to leave you stranded one day, is to drive more and to capture more.

Driving traffic and listing building go hand in hand. A lot of people don't understand that. If you suck at list building, it's probably because you suck at driving traffic. Don't get me wrong, they can each make you a little bit of money on their own but when you master them both, you're going to be able to create an empire, you're going to be able to make money on command, and you're going to be able to grow something that is reliable, something you can will to your kids.

Yes, and I have built a very profitable business. We didn't get to where we were because of our list. We have a list because we got to where we are. You may wonder, "I don't get it. You're talking like in parables here." Here's what I mean by that. A lot of people think that the list is what they should set out to build like, "That's it. I can't be a successful internet marketer until I build my list."

The reality is that, if you just set out to become a successful internet marketer, you're going to have a list of customers as a by-product. But if you just set out to build a list, you're not going to become a successful marketer as a by-product. You need to put those things in perspective.

Let's talk about driving better traffic, not driving traffic better. You have got to do that too. You don't just drive traffic better. You must drive better traffic. The actual individual hits that you get must be better quality hits. Here's what I recommend, stop freaking crying about traffic already. Pick up your skirt and buy some damn clicks. So many people think they have this illusion that they're going to build a six figure or seven figure business.

Just today on Facebook, someone who is posting, they put a little bit of a negative comment on something that one of my friends posted. One of my friends posted about his success and they went and posted, "Well you know what? I've been trying this for two weeks now. I haven't made a penny and I'm going to must go and try something else because I need money."

I'm just thinking of myself, I'm like, this is that part where you wish you had that hologram that could come out of the screen and just smack people because the reality is that you're in a businessman, you're in a freaking business. It's not going to pay you like a business owner if you continue treating it like a hobby. It's going to treat you like a hobbyist. Let me tell you something, this is an expensive hobby.

What you need to do is to stop crying about I don't have traffic, whatever. Set aside a budget, invest in some clicks, run some ads, purchase some solos from other marketers, get some metrics to build on. You may not be able to make a bunch of money the first time you do it. As a matter of fact, maybe the first few times you do it, it's just about the learning curve but you got to learn.

You got to learn, because you know what? If not, you're going to spend the next two years trying to figure out driving traffic for free. In the process you're going to become frustrated. In the process, you're not going to make the money that you want to make because you're depending on free freaking traffic. You're literally doing things and then just waiting, and then just hoping, and then just looking every day on my stats, and then you're getting yourself down, and then you're continuing to wait.

Every single day you turn on your computer and it's the same miserable rot you're stuck in. You know what happens? Because you don't have activity, you become stagnant. Because you're stagnant, you're easily distracted by shiny objects where you spend more money, get further into debt, get less time because now you're distracted doing that other thing and you drive even less traffic which just creates a bigger problem, increases the size of the rot you're stuck in, and it just continues and continues and continues.

Stop! Stop freaking crying about, "I don't get traffic." Pick up your skirt, take some risk with your business, and buy some clicks. "I don't have money." Get some. Get some money, raise some

capital, you're in business. If you can't raise capital, then go figure that part of your life out first. Maybe nobody has ever spoken to you this firmly before about running a business. Maybe it's time somebody did.

What else are we going to talk about here with driving better traffic? When it comes to driving better traffic, it has to do with targeting. Create targeted campaigns that single out specific people with a predisposition to align themselves with you. That's a lot of big words, here's what I mean. You want to isolate groups of people that have some sort of common interest. "How do you find those people?" Well, you've got to go out and identify these packets of people.

Look, we are hunter gatherers by nature. We travel in tribes ever since we were nomads, we're troglodytes, we go always group together. We know this for a fact because of fossil history, we know that we're basically packed animals. This means that people group together. Usually, the glue that binds them together is common interests and things in common, whether it's common goal, common history, they've got something in common that keeps them together.

What that means is that if you find one person that's got an interest in something you got, that person hangs out with others that have an interest in something you got. That means there are packets, there are congregations, there are groups, there are audiences out there of people that have a predisposition to align themselves with you and that simultaneously means that they may have a propensity to buy from you.

If you find a packet of people that have a common interest, and you infiltrate that congregation, you get to know them, you learn from them, and you figure out what their problems are, what are they looking to buy, what do they need, then you can go out and get that thing right in front of them and you'll be the hero, you'll be solving their problems while making money. Win, win, win, everybody wins.

The key to being able to grow your business here and making money is to be able to scale your audience rapidly. Once you find that hook, that niche, that thing, that group of people that are predisposed to buy a certain thing, that group of people with an interest, what you want to do is be able to scale that audience rapidly. You want to be able to grow it. You want to learn about as much about that group of people as you possibly can. You want to create an array of stadiums for your audiences because it's not just one audience you want to build. It's a series of them.

The stadium is where you pack those people in. "What's a stadium? What do you mean?" Look, a stadium is any place on the internet that can contain people. What can contain people on the internet? Well, websites. What kind of websites? Whether social media sites, Facebook, there's Facebook groups, there's Facebook pages, all of those can have subscribers or little packets of people with common interest. How about blogs? How about a mailing list? How many people do you know that have a mailing list of likeminded individuals that you can tap into? Those places contain your people.

There are marketers out there. There are companies out there that have mailing lists that contain your people, your potential audiences. What about Twitter feeds? What about Instagram? What about YouTube channels? How many YouTube channels out there have thousands if not hundreds of thousands of people that have a similar interest?

It really is about finding any kind of places on the web. When we talk about places on the web, we're talking about websites, whether it's a social media site. You know what? The web is far reaching. It could be a mobile audience. It could be a group of people on Instagram or some other, maybe Snapchat, maybe something like that. There are a lot of places.

Look, there are people making millions and millions of dollars per year just communicating with people through email, through mobile devices. Using push notifications instead of email list. Where else can you create an audience of people? You don't must have an email list, there's a subscriber list. Not just an email list, it's a subscriber list. When we're talking about list building, it's not just email list, it's just a group of people. You can have a group of people and an audience that you're sending push notifications too. You can have a group of people in a Facebook group. You can have people on Twitter. I've got thousands and thousands of followers congregated in my Twitter account. I can go and post a link on Twitter. Guess what? I'm driving traffic.

Stop thinking that your list is just the thing in your autoresponder, your list is in an audience. You should scale it as fast as you can by finding all the different places where those people or those types of people might be.

How do we attract them? How can we get those people now once they're an audience, once they're in your place? How can we move them from here to there so that they can act and click on something that we need them to click on?

It starts with being valuable. It all begins with being valuable. Yes, I get it. You're going to pay for the click, but then what? You're going to pay for the click, and you got them to click on something and they're on your page, but then what? Then it's all about value. If they do give you the like, the share, the opt in, whatever, you've got to constantly provide value unconditionally. This doesn't mean that you make demands of them every time that you give them something. Don't make demands. That's totally different. Don't make requirements because I'm going to share something with you in a minute here where I'm going to talk about creating calls to action very often.

There's something very different between asking for the sale and asking for the action than demanding it or requiring it. Requiring it means, "Hey, I got this free thing, you sure need it. I know you need it. I know you want it but you got to give me something first if you want to get it." That's not providing value. Providing value unconditionally first is putting something out there in the marketplace that people are going to be like, "Oh wow, this is cool. Who put this on here? Oh, this guy. I want to know more about this guy. Great. Oh, what? He's got another thing. Oh wow,

over here too, a video. Oh wow, he wants my email address. Okay, let me type that in.” You see how that works? You see that works?

Also, if you want to drive better traffic, keep in mind that people hang out in groups based on interests. If you’ve done the things I’ve already talked about and you started it, identifying group people together based on interest, now you got to recognize the fact that they know other people that have the same interest. They’re on their current friends list. Those people become a source of better traffic. Incentivize them to attract more followers with similar interests. Give them stuff, give them gifts, give them free stuff, give them ethical bribes, give them a reason.

Remember, you’re going to do this by providing value first. Incentivize them, say, “Hey look, here’s some free stuff. I know you’re interested in this topic, here you go. Now here’s what I want to do, I want to give you more free stuff, can you do me a solid now and return. I’d like you to invite a couple of your friends. Just share my page. I’m trying to build my audience here.” Chances are, when you’re cool about it like that, you’re going to get a whole lot of good karma back at you.

Buy, borrow, and create. Those are the three ways to create new prospects in your business. You got to buy, you got to borrow, and you got to create. Buying, stop fearing it, just go ahead and throw \$20 into a Facebook ad or whatever type of that. Facebook, it’s just easy, especially when you’re just beginning. Create an ad, you can follow the step by step that they have right on Facebook. Just click the little ads thing on the right side of your Facebook account. Just run a freaking ad to your website. They give you metrics, they tell you how many people went there.

You don’t must be super ninja guru freaking Facebook ads guide just to start seeing some traffic, seeing some results. It might be good results; it might be crappy results. At least it results in something that you could build upon and get better every single day.

Borrow, borrow traffic. Find out who already has subscribers that might be interested on what you’ve got or vice versa. And then go and ask for people for them to send you some of that traffic, to send you some of those buyers. Just ask and create. Create new audiences, create groups, create Facebook channels, create Twitter feeds, create Instagram accounts, create, create, create.

Those new audiences, those new stadiums that you create are going to eventually be packed with people and you’re going to be step in there and you’re going to be able to stand on the podium and you’re going to be able to speak and be revered and get them to click on whatever the hell you want them to click on because you are the creator of the group, you’re the leader the way that they see it.

Your future customers are already out there so asking yourself where. Where are they? Where are they congregated? Where are they hanging out? Where are they PMing each other? Where are they asking questions? Where are they sharing their needs and desires?

Capture more data more often. Are you maximizing every single inch of web real estate that you own? Have you ever really thought about how much web real estate do you have that you can take advantage of? Nobody has been doing this for any time at all. It could be a freaking month or two. You've already got websites out there. You've got pages out there. There is web real estate out there that you control. Are you using it? Do you have opted in forms out there? Capture as much data as often as you possibly can.

How about on your about page? Do you have an about page? About page is a great place to put an opt in form on. I don't just mean on the right-hand side of your blog where it's on the widget. "I got a widget form. I got a widget. It comes off on every single one of my pages, so I don't know what else you want me to do." I want you to go and put an opt in form inside of the text, inside of the about page. Have you tried it?

Why not put a freaking opt-in form inside the middle of your about page and then run a Facebook ad to your about page? "How freaking crazy is that concept? Do you think we could throw \$20 at our about page and get clicks and get some metrics and see if it works, see if it was good, see if anybody opted into my list? What's the worst that could happen?" "We get one or two opt-ins, or I don't get any opt-ins."

Let's be honest with one another. Have you not wasted \$20 on worst things than getting some metrics for your business? Come on. How about your 404 page? How many people are monetizing their 404 page? I do all kinds of cool stuff on my 404 page. I put opt ins in there, I put ads to stuff in there, I put cool messages. I'm like, "Oh wow, you screwed up dude." "How do you get on this page?" "While you're here, why don't you click this?" I get traffic and I make sales on my 404 error pages.

There's a whole other suite of error pages that you could be monetizing, why not? What's the worst that could happen? They backspace and don't do it. No matter what, how you slice it, there is going to be a percentage of people that will do it, even if it's a low percentage. You don't even know the percentage because you're not driving traffic.

Listen, I'm not saying that you should buy ads in and send them to your 404-error page because that would be silly. Don't do that. Every single blog post that you have, every single blog post that you have, you should have an opt in form on the bottom of the blog post or inside of the blog post. You should try to get people to subscribe because you know what? Some people will be reading it and they're like, "Haha, this guy is funny. I like him. I'm going to give my name and address because I want more." Some people will. You know what'll happen to the people that don't do it? They're going to skip right over and keep reading. If they don't, who gives a shit? Let them unsubscribe, let them surf away, whatever. I'm going to focus on the guy that did. Again, capture more data more often.

How about exit traffic? I don't see enough people doing things with their exit. Exit traffic is basically people that are leaving. Most people leaving your site are leaving because they never meant to be there, or they accidentally got there, they weren't interested but what about the ones that are leaving because they just don't have time?

Maybe because most of the marketing that we do falls into the pattern interrupt category, most of the marketing that we do. We call that marketing because we're literally trying to distract them from what they're doing. That's why we all suffer from shiny objects syndrome because marketers out there are effectively distracting us from what we were doing. It's called pattern interrupt marketing.

Even when you click something in an email and find yourself on a website possibly about to buy something, you were in the process of checking email and now you're buying shit. This is called pattern interrupt marketing. It's what makes some of us wealthy and it's what makes some of us broke. Which side of that do you want to be on? Are you the one that's like reacting to the email traffic or are you the one that's capturing it and that's being proactive about it?

You've got to make sure that when people are leaving your site, you're doing something with that traffic. You could redirect it. You can have an exit redirect and send them to another page where you're going to try again. I wouldn't do it where you create this ridiculous endless loop of 10th. Nobody's going to buy you opt in on the 12th opt in and the 12-exit pop. Let them go. I usually do one. I usually try one time. You can redirect them. You know what works really, really, well? I don't use them often. I think if you use it too often, people will become desensitized to it.

Exit intent windows. That's not an actual exit redirect so they don't must close the tab to see this. It's a pop up that offers them something for free. It pops up when the person scrolls their mouse above the website onto the browser bar like on the way to click. Whenever their mouse goes over the level of the browser, what happens is a pop up comes up and says, "Hey wait, before you go." This has worked well. Doing that, triple the amount of opt ins that I got from my exit offer.

For whatever reason, again, don't be afraid to test things out. Offer limited access when people are leaving your site. If you are selling something, say, "Hey you know what? How about if I just give a seven-day trial? How about if I just give you a free membership so you could poke around on the website, see how it's laid out, maybe you'll become interested and want to buy a membership later." Why not? Ask. Ask for the sale. Create product licenses and registration forms. Capture more data more often. The more opportunities that you have in every single place that you have.

If you've got a download that you just gave them for free, why not just say, "Hey, why don't you register your license for these eBooks? So that I can keep you updated of when there's a new version, so I can market to you in the future with things like this." Why don't you just be transparent about it? Again, it's an opt in form. "Why would I do that?" Here's why. Because it's

going to take you five minutes to add that, that opt in form there. You go and copy the code from your Aweber, you get a response, and you paste it in your site.

Chances are you've already got the opt in code. It didn't take you five minutes and somewhere down the line, somebody will opt in because of it. Maybe not today, maybe not tomorrow, but maybe on Tuesday, or maybe next week, or maybe a month from now you'll get a few people. If you're not getting a few people, pick up your skirt and buy some clicks.

What else have we got going on here? Create time to pop ups, not on your sales pages though. I recommend that if you're going to do a pop up that just surprises people, you don't do it on your own sales page. Why? Well, its pattern interrupt marketing. Why would you interrupt your own sales process? It's just common freaking sense. Don't do that.

What you want to do is create timed pop ups on certain sites and you want to do them intelligently. You don't just like take a guess like, "said make a time pop up." "Yeah." "So, I'm making a time pop up and I was just thinking maybe make a pop up like three seconds in." "Why?" "Because it just sounds right." No.

Go to your hosting account, log in to your cPanel account, open your WM stats app, and look at what your average bounce time is. Find out how long people are staying on your site before they leave. Just before that, like a second before your average bounce time, that's where you set your time pop up. It's just common freaking sense. You're building a business; you must do this with strategy. You don't just put a pop up on your site because somebody said they work. You do it with strategy, with structure, with reason. You investigate it before you do it.

Make sure that you know your numbers. When it comes to your website, a businessperson knows his numbers. If you're a CEO of a company, you know what your P&L is, you know what your bottom line is, you know what the top number is. You know what you're getting in every day. Let me ask you something, do you know the numbers for your website? What was last week's visitor account for you across your business? Do you know it? What was your conversion percentage? What's your capture rate? Do you know any of these? Some of you will say, "it's zero. Because I didn't make any."

You know what? You probably had visitors. "Yeah, 300 visitors the whole month, nobody did anything?" "Okay. How many were real of these visitors?" "What do you mean?" "What was robot traffic and what was real traffic?" "I don't know." "Exactly, that's part of your problem. You don't know shit. What about where are they from? Where are those visitors from?" "I don't know." "Exactly. That's part of the problem. You don't even know where your market is coming from."

Know your numbers, know your numbers. Have you ever investigated this kind of stuff? Do you have any kind of analytics at all, whatsoever? You don't must be a freaking rocket scientist. You don't even must install any fancy schmancy software on your site. Most of the stuff is already provided for you by your hosting company.

Ask for the opt-in everywhere that you provide value. I said ask for the opt in, don't demand it, don't require it. A lot of you would say, ", must I confirm double two step opt in thing because I heard it's illegal if you don't do the double confirmation opt in." Look, it is not illegal to have a double opt in. Nowhere, anywhere in the Can-Spam Act does it say that you must get people to confirm their email address.

What I want to tell you is that confirming, it's going to improve your delivery rate. Yes, it will. There's no doubt about that. However, not confirming, that's going to improve your list building and your acquisition rate. You're going to have some choices to make. For me, I'd rather have all the leads and then try to figure out the best way of mailing them than not having the leads and not even must post the question in the first place. For me, single opt in right onto my freaking list and let me try to figure out a way to mail and get into the inbox. I'd rather have the data and figure out the best way to mail it.

In some situations, you will want to have the double opt in. In others, you will want to make sure that it's turned off. For example, if somebody just bought your product and they just got their receipt, they are already on your list. There is no question that they subscribe, that they wanted to give you their email address. They just bought a product. That's important that you don't have the double opt in confirmation for purchases. It's another thing that you do.

When you provide value, put a little comment in everything that you put out there whether it's a post on Facebook, or it's a report that you typed up, or it's a blog post that you made. Why not just a little comment on it, even if it's on a video. "If you enjoyed this material, please join my mailing list to get more updates about what you love." How about just a little line like that? "If you enjoyed this material, please join my mailing list to get more updates about what you love." Why not? What could possibly go wrong there except growing your list? Are you capturing more data more often?

Ask for the like. Ask for the share not the chair. I'm already sitting on a chair. I don't must ask for one. Ask for the like, ask for the share, ask for the channel subscription if we're talking about YouTube and you got a video on there. Recommend and incentivize them for referring friends. Recommend that they tell their friends about this awesome channel. Look, it's all about word of mouth. It's marketing. If they tell two friends, and they tell two friends, and they tell two friends, and they tell two friends, your list is going to grow.

Provide a method for collecting testimonials, how about that? "Hey, did you enjoy your visit here? Why don't you let us know how you felt?" Have a little form. To submit it, what do they have to give you? They have got to give you their name and their email. Sometimes it's good, sometimes it's bad. Testimonials are good and bad. Nonetheless, take every one of those good ones, copy and paste them, use them to gather more testimonials and get more traffic, and create better user experiences.

Ask them to rate you, why not? Hey, when you want to know if people hate your freaking site, like really. Look, here's why that's valuable. I'm the catalyst in my business. I don't let people dictate what I do. If the people that I'm around don't like what I'm doing, I replace the people, because I'm an adult and I'm the catalyst in my business. I'm either doing the wrong thing for the right people or these are the wrong people for me doing the right thing.

The way that I look at it is I'm the catalyst, I determine how that goes and the order of that. If I'm hearing from people, "Hey, your website sucks. Hey, I hated my experience here." I know I'm targeting the wrong individuals. I'm putting this in front of the wrong people. I need to go find a better audience; I need to target better. That's how I use that. I don't use that data to make me feel bad about what I'm doing. I don't catch feelings about it. This is business. I want to make more money. These people don't like my shit, I'm going to go find a group of people that do. It's just like that. I'm not going to re-freaking think my purpose for existence. No, that's stupid. Pick up your skirt and buy some damn clicks.

Mail more aggressively. I get this from newbies a lot, I get this from people. You know what? I understand it, I get it. I guess I felt this little bit in the beginning. Don't ever be fearful or apprehensive about mailing your list. It's a mailing list, that's what it's for. The more you mail, the more you make. That's it. Don't ever, ever, ever be afraid to send messages to your audience. They need to be spoken to, that's why they called an audience. An audience without a podium is what? Can we even call it an audience if they're not listening to anything? Then they're not an audience, they are just a bunch of freaking people.

An audience needs to be addressed, that's what makes it an audience. Don't be apprehensive about that. Don't wait, you're never going to have the perfect audience, you're never going to have the perfect number of people on your list. Don't freak out when people unsubscribe. That's what they do. Your list has a half-life. There is a rate of decay that begins the moment that you acquire that list, and you need to freaking face the fact.

I don't give a shit how many people unsubscribed from my list last night or the day before because I mailed what I wanted to mail, what needed to be mailed, and you know what? I'm going to get 25 more tomorrow. That's what I'm focusing on. Yes, I tested temperature of my list with certain things, "Oh, they don't respond well to this." I look at that number to help me determine where to better target, where I'm going to go for my next batch of people. I do not let it dictate how I run my business. I don't run my business out of fear. You'll still get them. Once in a while we get hate mail.

Somebody subscribed to my list, they get three emails from me, it's only been two days and they're freaking the hell out, "Oh my god, the nerve of you. You sent me three messages. I gave you my email add." "You did, you subscribe to my list." "Yes, but that was only two days ago, and you've sent me three messages." It's like their freaking claws come out and they want to fucking

bite your neck off because you sent them three messages or whatever, or better yet, you get the grammar nazis that send you this long email. They take like 10 minutes to type up this long email about how terrible my marketing is. Dude, you are on my mailing list, I am not on yours so obviously you got this whole relationship twisted here.

Let me ask you something, Mr. I'm upset because you mailed me three times in two days. Let me ask you. When you go to the mailbox in the front of your house, when you go out there and you find that there that there's a bunch of mail in there that you didn't want or ask for, do you fucking have a seizure, do you really go and start contacting all those senders and complain? No, you don't. What do you do? You throw it out. Pick up your skirt and buy some clicks, shut up already about the, "Oh my god, I got too much mail, I'm insulted." If you're that type of person, I don't want you on my list.

The funny part about it is that I'm an internet marketer and if you signed up to my list, it's because you want to learn about marketing, but you're upset to be marketed too. Holy cow, if you don't realize that there's a major fundamental problem there, then you're never going to succeed with me on my list. I prefer that you unsubscribe. Really, it's best for everybody involved, trust me. I hope that you figure it out eventually.

It's a mailing list. It's there to be mailed. You know what you're going to realize eventually when you get over the fear and the apprehension, what you're going to realize is that all a while, the more you could have mailed, the more you would have made. That's just a freaking fact. I can kick myself because I didn't used to mail twice a day, every day since the beginning. I used to go two, three days I wouldn't send a freaking email. Two or three days I wouldn't send them email. Now we send an email, we make a \$1000. Do the math, do the freaking math.

If I told you, if I said to you every single time that you send an email, you're going to make \$1000, how many emails would you send? "I keep sending them until I stop making \$1000 or it comes down, it starts coming down significantly." What if then I told you, "Okay great. Here, I got a way for it to not come down." The way that you not come down is you just continue your list building. So make sure that while you're mailing, you just continue building because you are going to have unsubscribes all the time. "Okay great. I'll keep mailing and building, mailing and building, simultaneously."

For every mail that you send, understand that you're going to must build. It's no different than going to the gym. For every cupcake that you eat, you're going to spend another freaking 10 minutes on the treadmill, or 100 minutes, or whatever the freaking math is for you.

Create congruent campaigns where each email builds upon the prior. This is a big issue with people that are mailing their list. "I mail every single day." That's great. But every single day you're mailing about something else. Every single day you're mailing swipe copy that somebody

else wrote. Every single day you're pulling your people in all different directions. That's why your unsubscribe rate is higher than you can replenish it.

You're saying, "Yeah, my list is going down, my list size is going down, I'm not making a lot of money, and I'm not getting any new people." Yeah, because you suck, because what you're doing is you're not caring. You're not going in there and creating congruent campaigns that are built upon each other. You're not writing good emails; you're not crafting email campaigns together in one sitting.

Use Google Drive, sit down, that's what I do. I start with a blank document in Google Drive. Email number one, email number two. I create all my greetings and my signatures, all my sign offs, I do all of that first. Now I just have the body space to fill it out. I created an entire campaign, six emails, one sitting. "Why six emails? why is that an entire campaign?" One email day one, two emails day two, three emails day three. That is a crash campaign. You should know that mail more aggressively. Create congruent campaigns in one sitting.

Maintain a promotion calendar. You need to wrap your arms around what you are promoting. You should know what you're mailing for at least 30 days in advance. Really, you should. If you don't, then you're not running a freaking business, you're running a reactive hobby. You're sitting in front of your computer, "Oh look at that, it's launching today. Sure, let's send a freaking email for this." That's not a business dude.

How do you expect to make consistent money? How do you expect to be able to make a projection of income for this month? You're not running a business. What do you do? No wonder your wife is pissed off. She doesn't know how you're going to make the mortgage next month because you don't know. You don't know what you're promoting, you don't know what's launching. You don't know what you are making, because you don't have a promotion calendar.

What? Are you waiting for somebody to come over to your house and do that for you? You want somebody to put that on your wall for you? You want me to go and buy a freaking whiteboard for you? Put the little lines, the tape on it, and the date or whatever? Spend the \$8, go get yourself a freaking calendar white board. Put it on your thing or you know what?

You don't want to spend the \$8, why don't you just make one with a piece of paper, stick it on your desk, grab a ruler. You got a ruler? You know what? You don't a ruler, you don't want to spend \$1, find something that has a straight edge. You know what? You don't want to use a straight edge, whatever, just put a freaking calendar on your desk, something that you could look at all the time.

You know what? Schedule your promotions. Know what you're promoting next week, what you're promoting the following. "how do I know what to promote?" Oh Jesus Christ, there comes that hologram again with a little arm that sticks out and smacks people in the face. Look, go into the networks, find congruent products, look at the JV pages, grab the emails swipes that they have

on there, use it to create a mold for the emails that you're going to set up, queue them up in advance, wrap your arms a promotion, create a bonus for if you can, plan out your month. Why not spend one or two days in the beginning of your month planning out the entire month's campaign, the entire month's emails, the entire month's bonuses, everything that you're doing. Do you not believe that you're going to be able to predict things a little bit better and run a more reliable business? Do you not feel like a more responsible business owner if you had a calendar, if you had a promotion schedule, if you are mailing more aggressively like that?

Create long deep A/R sequences that go out daily to their respective lists. It's not all about broadcast mailing every single day. Product of the day and all these different things like all haphazardly. What you need to do is create long, deep autoresponder sequences that pertain to each list. If they opted in to this list because they wanted to get, I don't know, the book about dog grooming, or freaking cat juggling, or whatever. You know what? You should have 40 emails that are going out, that are building a relationship with these people and promoting other products.

I use my A/R sequences as relationship builders, as impulse builders, as prospect qualifiers but every single day, every single list has an email that automatically goes out. On top of that, I'm broadcasting an email to the entire freaking list every single day. On any given day, my people get maybe two emails, maybe three if I sent two broadcasts, and they got one autoresponder. "Oh my god, that's too much." According to who? You got to your mailbox on Sunday, it's stuff with shit there. Who cares? The more you mail, the more you make. The more opt in forms you put out there, the more leads you're going to capture.

Put it out but just do it with strategy. Understand that the more you're mailing, you are going to get unsubscribed so have a process in place, have a way to start replenishing that list because there is a decay ratio on the responsiveness of your list. Don't ignore it, just don't let it consume you either because you're just looking at the unsubscribes, "I'm not going to mail because you know what? I mailed yesterday, seven people unsubscribed. Oh my god, seven unsubscribed. What am I going to do now? I quit." Oh god.

Be on your own list, that's another thing, this is important. Be on your own list and click the links every day. Here's why, here's why this is important. You should be on your own list particularly with these autoresponders and you should resubscribe to your lists every once in a while because if you have links in an autoresponder that you created two years ago, I guarantee you, you're going to start finding products that are no longer online.

It's some of these "marketers." They launch a product, they're like, "Yeah dude, it's evergreen." That is a page not found error in two months because they we're pretending that they were ballers on Facebook but now they work at Dunkin' Donuts or they're making keys at Kmart, and they're site is down so you've got broken links and bad offers going out to your people if you're

not on your list checking your links. Create long, deep autoresponder sequences that go out daily and make sure you're on your list and that you're checking stuff.

I keep saying this, be the catalyst. Don't focus on unsubscribes. You control the list. Focus on the people that are subscribing and keep more people coming in. Look, if they want to go, let them go, just replace them. I learned this from my wife. Some will, some won't, so what? Next. SW3=n. Some will, some won't, so what? Who cares? You got into this to make money, not to make friends. If they don't want to be on your list, if they don't like the way that you talk, let them unsubscribe. If I offended you today, if you're all freaked out and all panicked because I said curse words, you know what? Unsubscribe. I'm not the person for you because you know what? I have a huge multimillion dollar business just with the people that remain on the list so you should do the same thing.

Polarity and decisiveness are not a bad thing when it comes to marketing because it helps you target. Divisiveness creates the opportunity to better target individuals and make more money. When you're targeting everybody, you're wasting clicks because half of them isn't going to want the thing they click on because you're targeting everybody. What if you could only target people that want what you got? Imagine that, and that's what I'm talking about when I'm saying replace people. Who cares if they don't want what you got, if they don't like the way that you are, they don't like the way that you talk or the way you comb your hair, who cares? Let them go, don't worry about it. Just more people out there.

Remember, a mailing list has a shelf life. You must constantly replenish that list because there is a decay ratio. From the moment that you acquire that list, the responsiveness begins to decay. If you do a product launch today and you get 600 people on your list. Again, just arbitrating numbers. For whatever reason, you got 600 people on your brand-new list because of your product that you launch, the 600 new buyers. You can't wait eight months before you email them bro. You know what's going to happen when you finally email them? Most of those emails are going to bounce, are going to be reported as spam, they're not going to know who the hell you are, that email list is garbage. You'll be lucky if you have eight people left on that thing.

Here's the thing, "I was waiting till I knew exactly how to do email marketing before I marketed to them." What? Are you kidding me? In that eight month, every single day they've been receiving an email from JVZoo about the product of the day, they've been receiving one from Warrior Plus about the product of the day. Hello, I'm the one that sent you those people because I was the number one affiliate that you had when you did your launch so most of those 600 came from me. Guess what I'm doing every freaking day? I'm mailing them every day.

If they're not buying from you, they're buying from me, they're buying from JVZoo, they are buying from somebody else. Why not mail them as often as you can so you can get as much use out of that list as you possibly can? Its data, treat the data like people but remember that it's data.

Be aggressive, be aggressive, be, be aggressive! That's what I'm going to leave you with. My, "Be Aggressive" cheer. Remember, be aggressive, be, be aggressive! Be aggressive, be, be aggressive! You got to drive, you got to capture, and you got to mail. That's what you have got to do if you want to be successful with list building. Don't be scared, pick up your skirt, buy some clicks. See you in the next video.



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