

**Digital Warrior**  
**Lifestyle** 

**Exclusive Guide**

**How Brand New Marketers Can Build  
a List of Buyers *and* Powerful  
Contacts Without Selling Anything**

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There are two things you need in business to succeed - a list of buyers and a list of allies. The reason you need a list of buyers is obvious - the money is in the list. The better the list, the more money there is to be made from the list. And nothing beats a list of recent buyers. In fact, it's estimated that one buyer is worth anywhere from 10 to 30 freebie seekers and tire kickers.

You know why you need a list of buyers - but why do you need a list of allies? Because just like almost any other business, in marketing it's not only what you know but WHO you know. The more friends you have in the business, the more doors will open for you and the more opportunities you'll have to profit.

Traditionally, the method to get lots of buyers and friends in the business is to become an expert on your topic, write lots of blogposts on that topic, get yourself seen guest posting, create a following, create and launch a product, recruit affiliates and JV partners, etc. In a few years time you should have a solid list of both buyers and partners.

OR... you can use the following method and cut those years down to months. In fact, you can begin building your list of buyers and making your first contacts with established marketers THIS WEEK if you hustle.

Here's how: Rather than creating and selling your own products which can be super time consuming and subject to a high failure rate, you're going to cheat. Yes, you know how I love these ethical little "cheats," and this is a powerful one.

You're going to piggy back on other people's product launches to ethically 'steal' their list of buyers, with the product owner's full permission. In fact, if you do this right you'll be helping the product sellers to increase their conversion rates,

thus providing them with a super valuable service that makes them so happy, they'll ask you to do this every time they launch a new product.

Here are the things you need to do:

Choose a niche within Internet Marketing. Maybe it's content creation, social media marketing, traffic generation, product creation, business opportunities... choose something that you're especially interested in. The more you enjoy the topic, the easier this will be for you and the better you'll be at creating your reports and talking to your prospective partners.

Once you've chosen your niche within internet marketing, find products that are selling really well, or find that products that will be launching soon. Or both. To find products that will be launching soon, go to any of the following websites:

<http://jvlaunchcalendar.com>

<http://jvnotifypro.com>

<http://muncheye.com>

<http://warriorjv.com>

To find products that are already selling, check out sites like:

<http://Clickbank.com>

<http://JVZoo.com>

<http://WarriorForum.com>

Create a report or small audio or video product that fits in well with some of the products you've chosen. For example, if your niche is list building, then you might create a product that tells how to write an autoresponder series, since

this is the next logical step someone needs to take after they learn how to build a list.

You can either create your product yourself, repurpose PLR, or hire someone to create the product for you. *This isn't by any means a full blown product.* In fact, a 10 page report that gives real value works fine and you can easily create it in one afternoon, and sometimes in one hour. Remember, your product is going to be given away to buyers, so it doesn't need to be earth shattering information, it just needs to be helpful to the buyers.

Videos are excellent for this. You can record them in minutes, they don't need to be edited and spell checked and the perceived value is high.

Create a nice cover for your report or video. Or hire someone on Fiverr to create it for you.

Create a squeeze page where people can download this product for free. Make the page compelling and as irresistible as possible. Ask only for their email address, since asking for their name will lower your conversion rate. These are proven buyers, so make it as easy as possible for them to get your free report.

Now contact these product owners and offer to let them use your report as a bonus to their product. When mentioned on the sales page, good bonuses often help to increase conversion rates. Or if they want to use it as a surprise bonus on the download page, they can do that as well.

You might write your email to each product owner like this:

*I'm a fan of yours. In fact, I (have their product, read their blog, whatever is relevant for you) and you've taught me a lot about \_\_\_\_.*

*I'm excited about your new product launch, and I want to help you make it super successful. In fact, if you're interested, this could benefit both of us.*

*I've create a bonus for your product called \_\_\_\_ and you can see it here (squeeze page url.) I intend to expand it and eventually sell it, but if you like, you can offer it to your buyers for free as a bonus to your new product. And your buyers will get all of the updates for free, too.*

Let them know what benefit(s) their readers will get from your product, and invite them to download it and see it for themselves. Don't be pushy – often times you'll get a better response by closing with something like, “Whatever you decide, it's all good and I wish you every success.” This puts the power and the decision squarely at their feet, rather than trying to force them into saying yes.

You can expect that some product owners will say yes right away, some will say no, and some won't reply back to you. For the ones that don't reply, send them a follow up email in 2-3 days. If you still don't hear back from them after your second email, you can follow with a third and final email. Let them know you won't bother them again if you don't hear back from them.

For the ones that say no, follow up with a very polite and gracious 'thank you' for considering your offer. This leaves the door open for you to make a similar offer to them in the future when they launch another product.

Remember, it's okay that some don't say yes because you simply don't need them all.

Points to consider: Even though your report or product might be short, it needs to provide real value. The quality of your bonus is going to reflect upon the product seller. They don't want shoddy bonuses, even if they are getting them for free.

If you write 3 to 5 excellent bullet points and an awesome headline, you've got an outstanding piece of sales copy you can put on your squeeze page. PLUS, this copy can also be used by the seller on their sales page to improve their own conversions.

Once you've got bonuses that are being given away by sellers, go ahead and mention this in the email you send out looking for new partners.

Always require that their customers give their email address in exchange for your free bonus. This is how you get paid.

Follow up with your lists. Send them an immediate 'thank you' email for downloading your free gift, along with follow up info to help them further. Then email them affiliate offers in the same niche.

Stay in contact with your product creators. Let them know you'll create bonuses for their future products as well, and in fact let them tell you what kind of bonus they would like next time. Remember, these are the same people who will likely promote your products once you start selling your own stuff. Plus they can send other product sellers your way who are looking to get some free bonuses, too.

In fact, you can build an entire business around creating free bonuses for product sellers. This way they don't have to worry about creating bonuses, it doesn't cost them a cent, it actually improves their conversions and you can build hundreds of lists of buyers.

This is perhaps the fastest way possible to build lists of buyers with the least amount of effort required. And the one thing you can do to ensure your success is to treat your product owners as graciously as you would treat a very high paying client. If they make a request of you, such as asking you to change something about your bonus, do it.

Remember, the product creators are your true customers in this scenario. If you make them happy and help them to increase their sales and look good to their customers, they will continue to let you create bonuses for them and build your list of buyers. And they will even refer you to other product creators. Be a true professional and you can take this little business to the highest level of success.

In closing, here are a few thoughts:

- This has been done successfully hundreds of times before by some very big marketers. In fact, at least a couple of those big marketers got their start in exactly this fashion.
- A list of 100 buyers is often times worth more than a list of 1,000 freebie seekers.
- You get instant credibility with your new prospects because you've teamed up with someone they know and trust.
- When you're new at this, you might have to contact several product owners to get one to say yes.
- If you start with smaller launches by lesser known marketers, you're



more likely to meet with initial success.

- Once you've done one of these deals, mention that in your emails to other product owners.
- Don't be afraid to name drop. "I've created bonuses for Joe Smith and Sam Stone with great success. In fact, Sam credits my bonus with creating more interest for his launch, thereby increasing his sales."
- Get creative with your bonuses. They should nicely compliment the main product, and also be highly interesting in their own right.
- Treat your lists with utmost respect. The product owners will be likely be covertly signing up onto your lists using an alias. They'll want to know exactly what and how you're promoting to their customers. Remember, whatever you do reflects on them because they sent the customers to you. DO NOT BURN YOUR LISTS.

This is a great business if you don't have a lot of time because you only need a few hours a week to contact product owners and create bonuses. And of course you can outsource the bonus creation, reducing your work time even further.

**How to Put This Entire Process in Maximum Overdrive:** If you're really serious about building your buyers lists using this method, you could create a membership site or newsletter. Put a good price on it such as \$20-\$100 a month, complete with sales page. Fill your membership site or newsletter with really quality tools and advice. And then offer free memberships to the product owner's buyers.

Many product sellers will jump at the chance to give away paid memberships to their customers, because they know it can only increase their sales. And it costs them nothing.

Bottom Line: You can start small and extremely part time, and yet build a very lucrative business using nothing more than the method you've just learned here. And it's simple, too. Offer bonuses, build lists of buyers and take care of your lists. That's it. And as an added bonus, you're building valuable relationships with other marketers at the same time you're building your lists.

This might just be one of the simplest methods to make a very nice income without a lot of work.

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